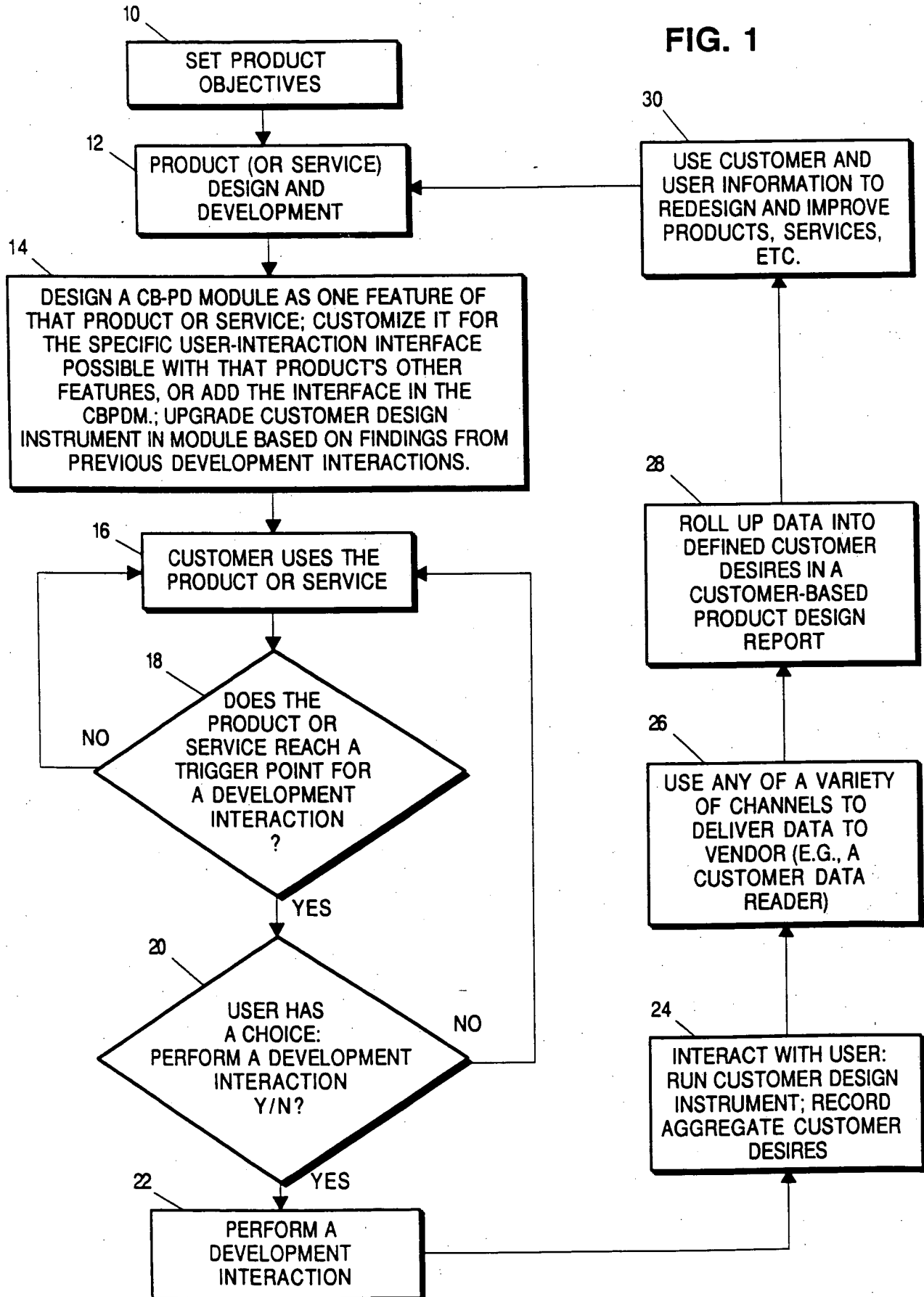
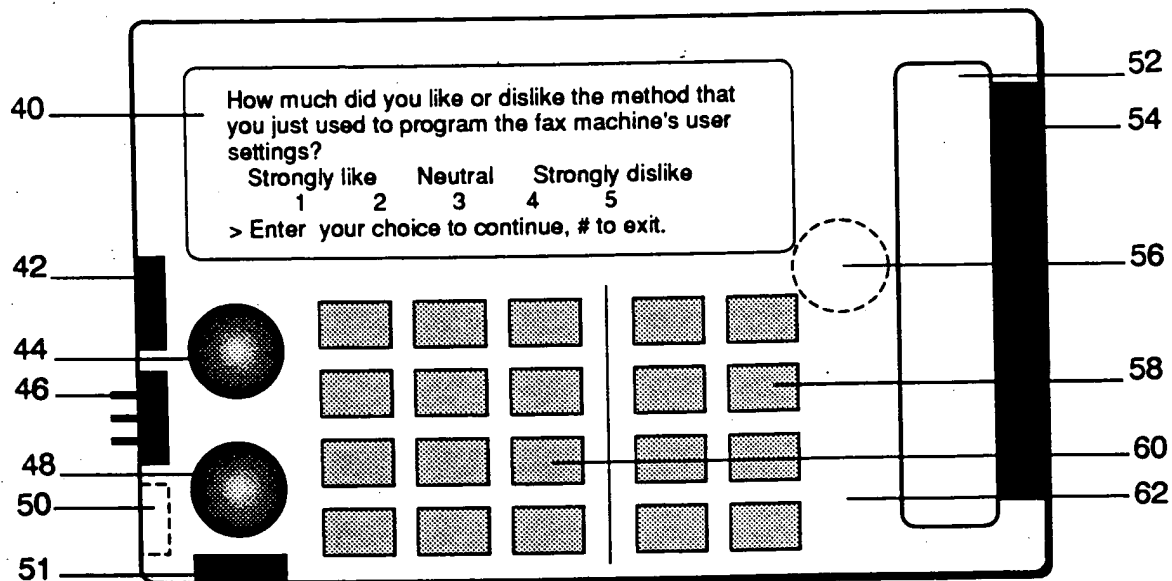
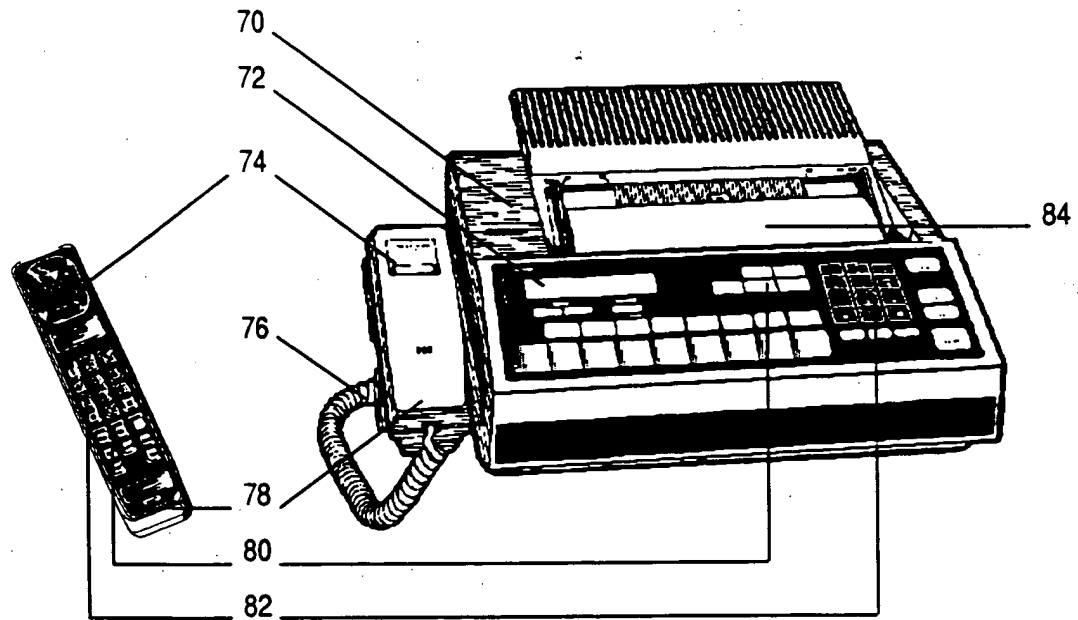


FIG. 1

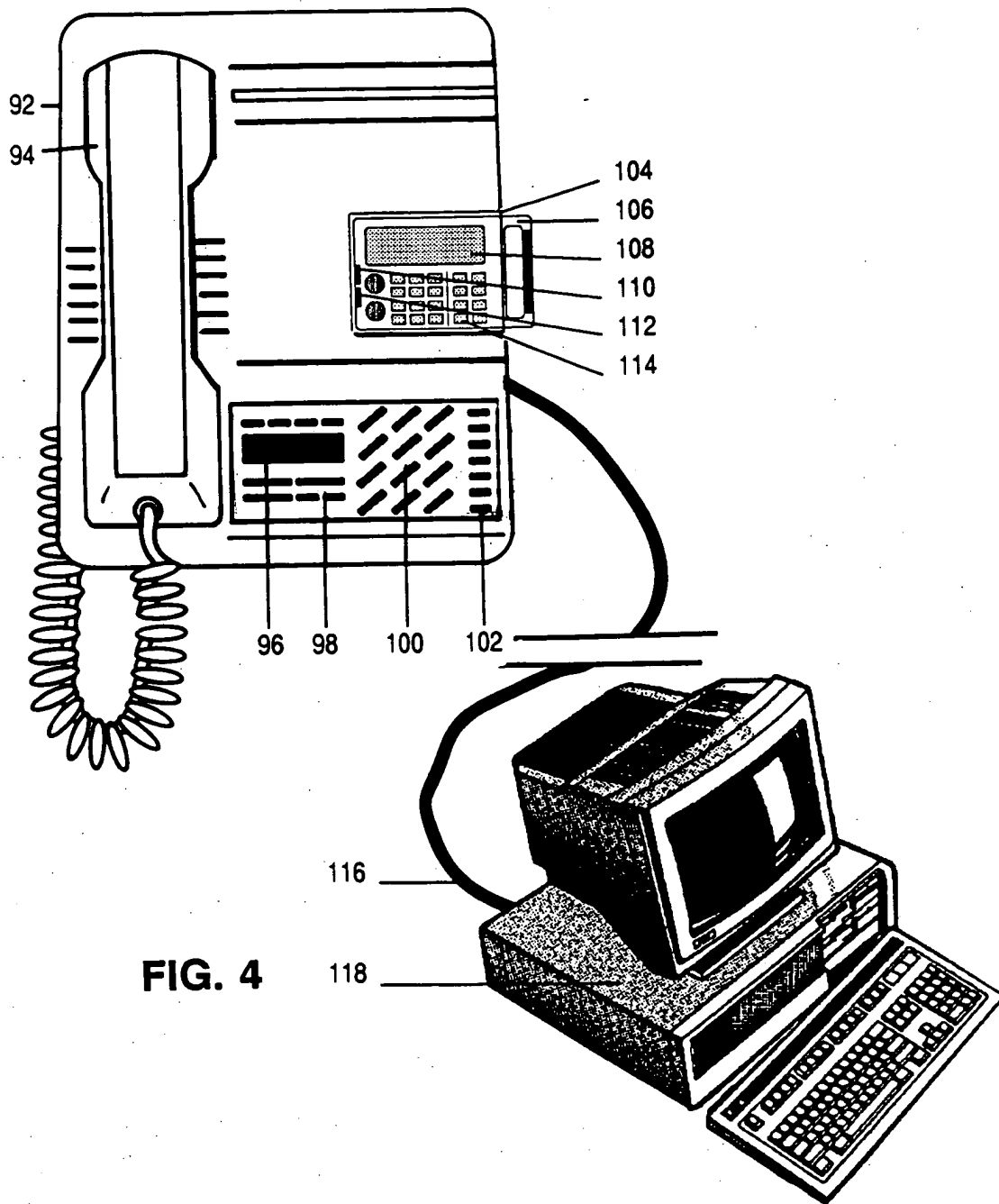


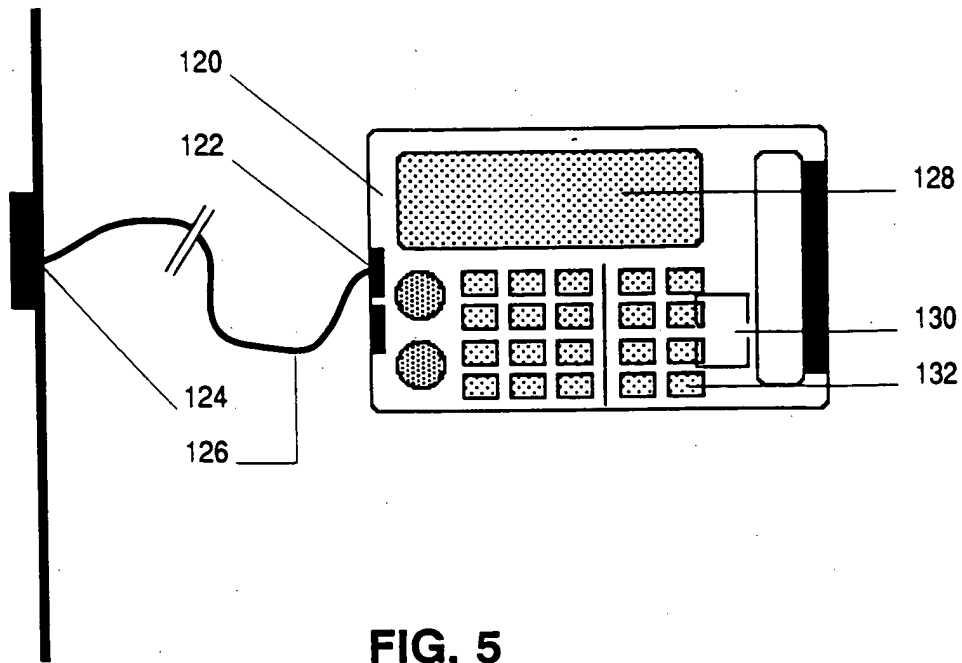


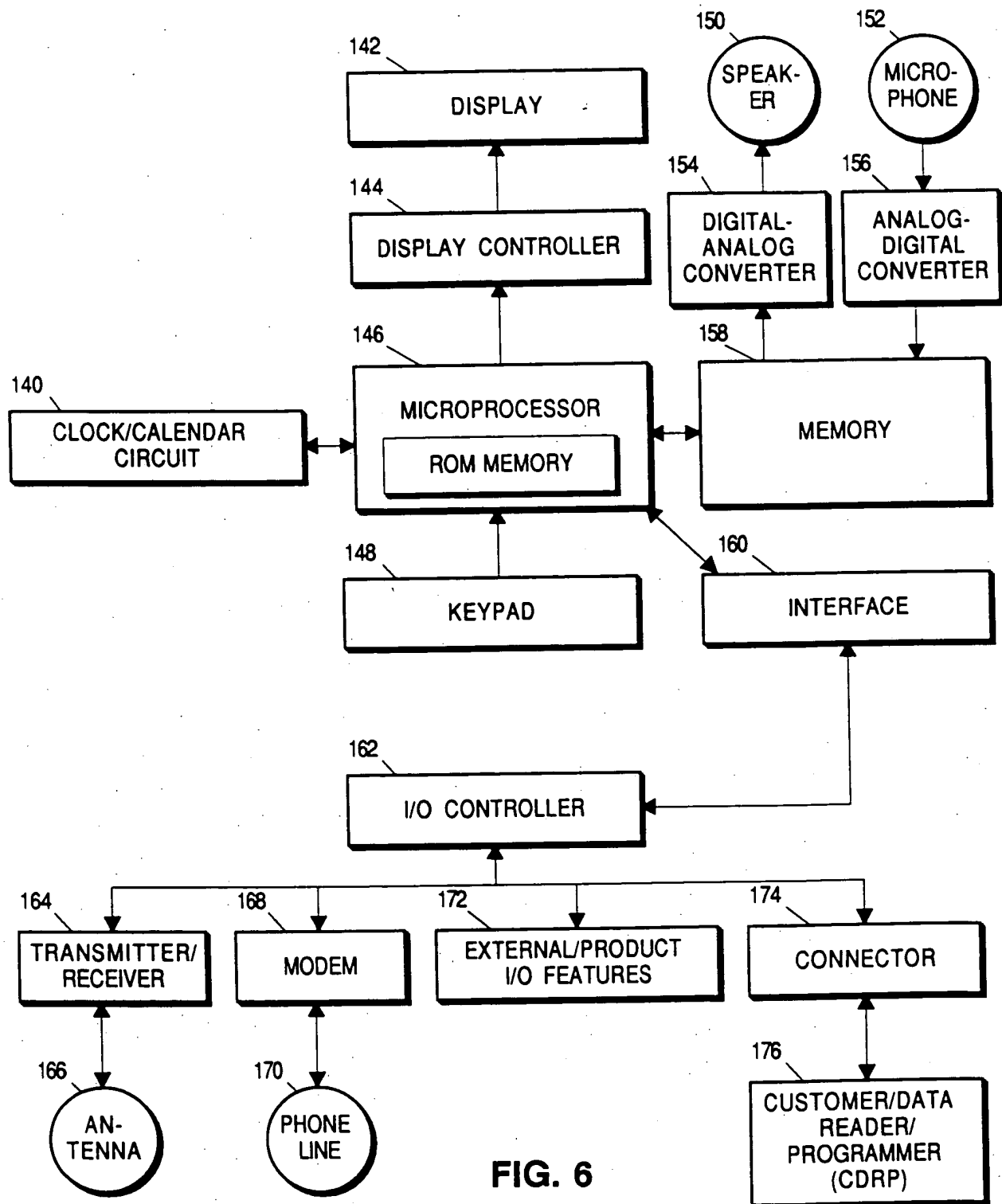
**FIG. 2**

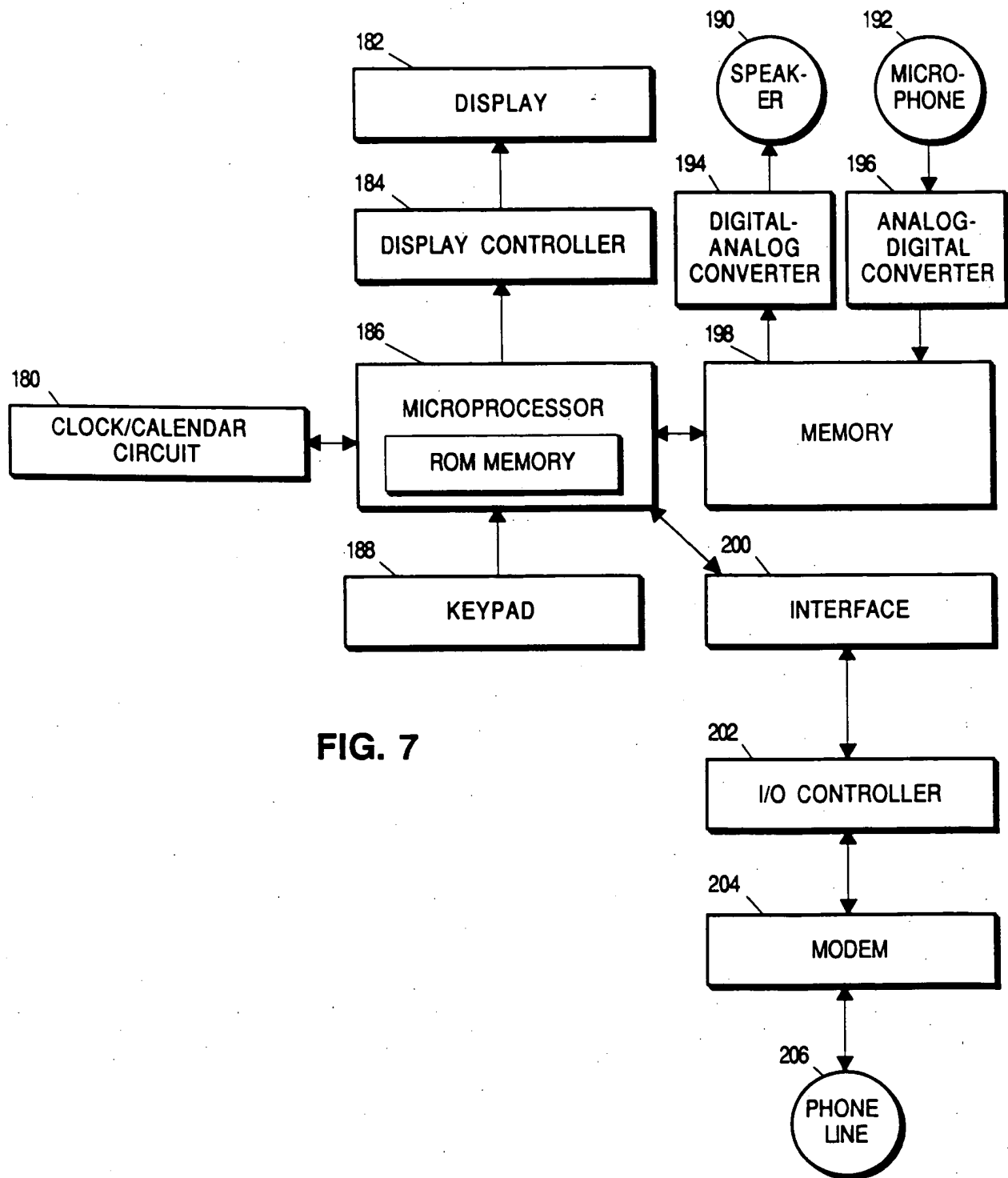


**FIG. 3**









**FIG. 7**

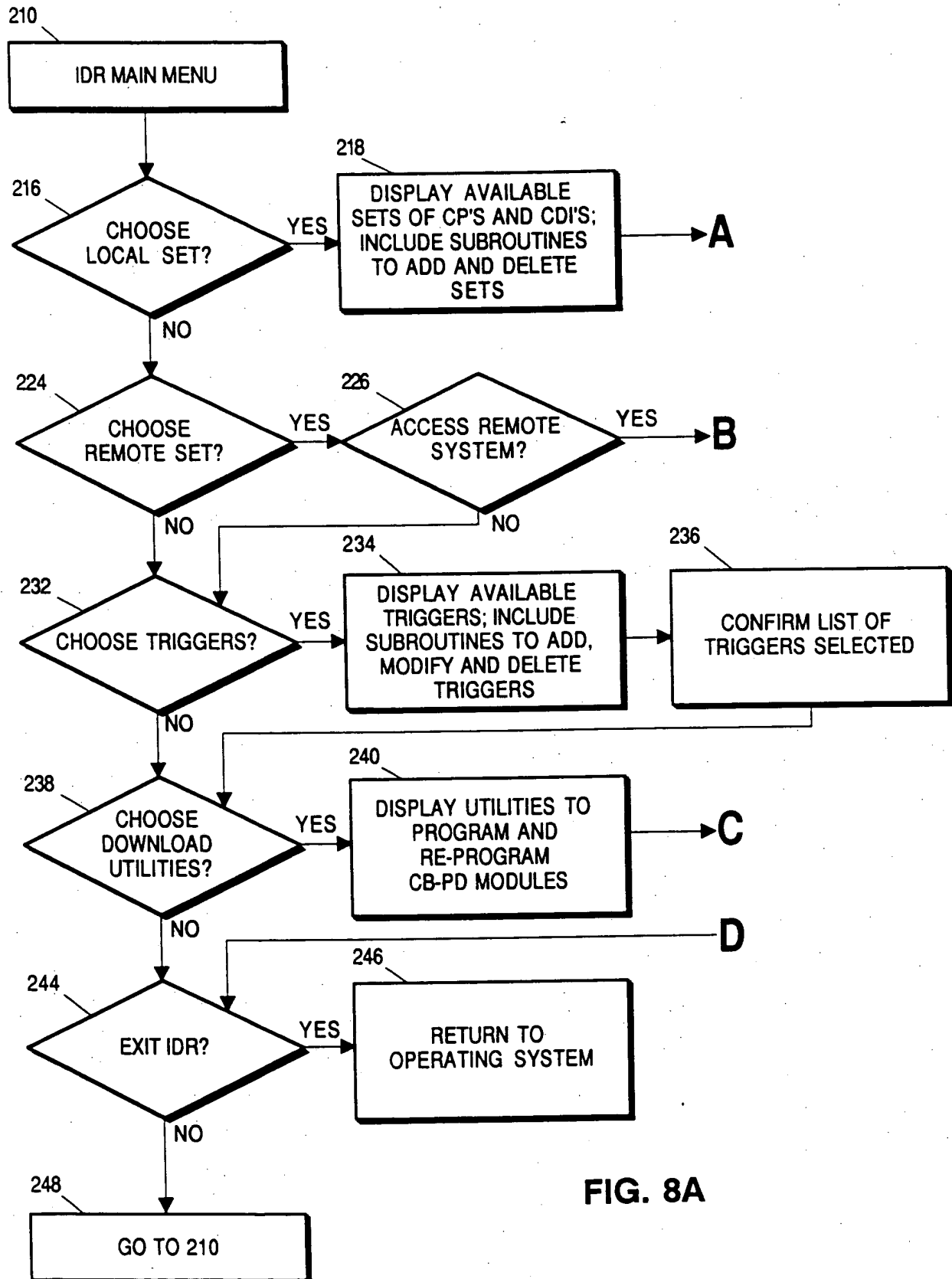
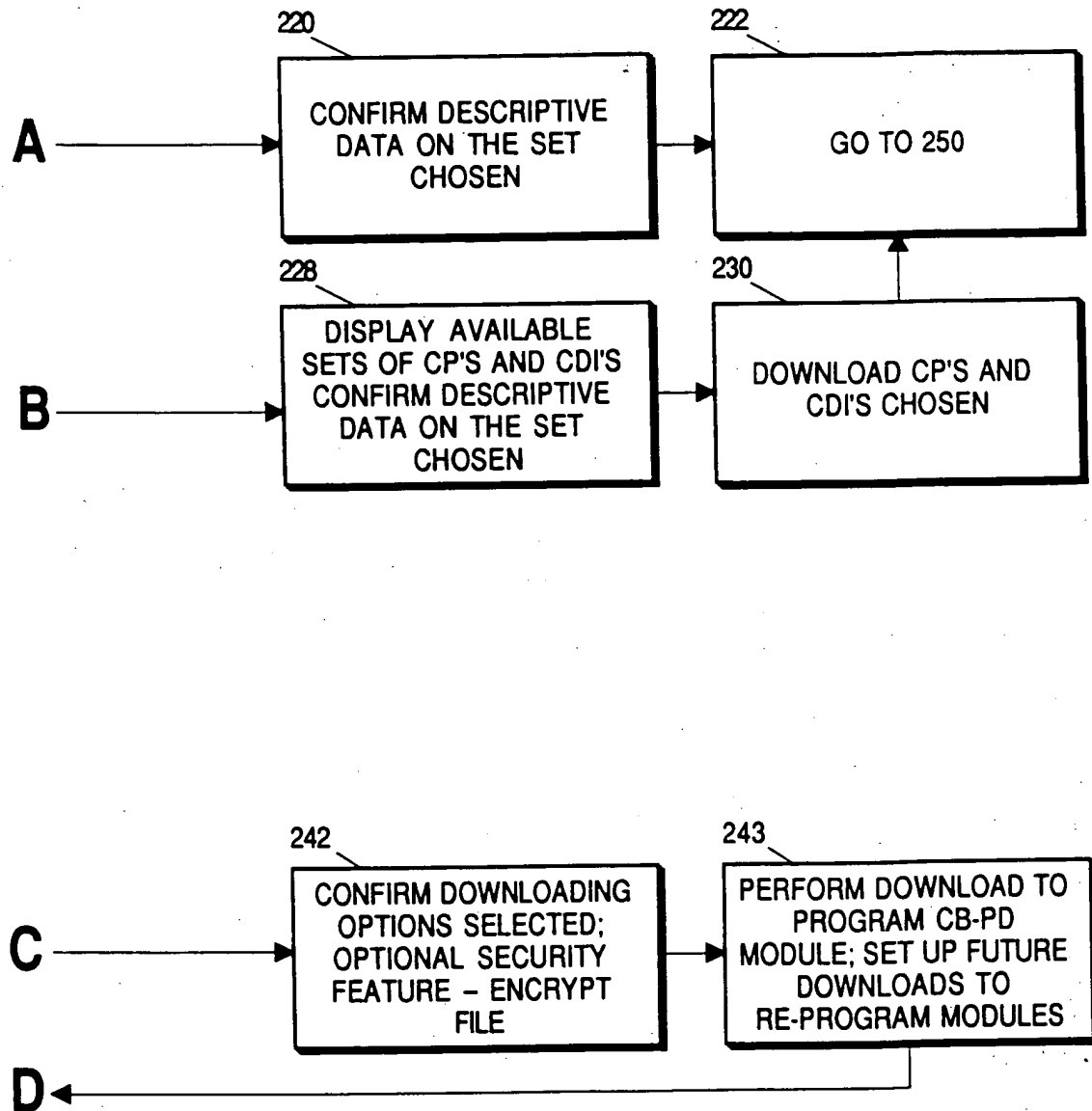


FIG. 8A





**FIG. 8B**

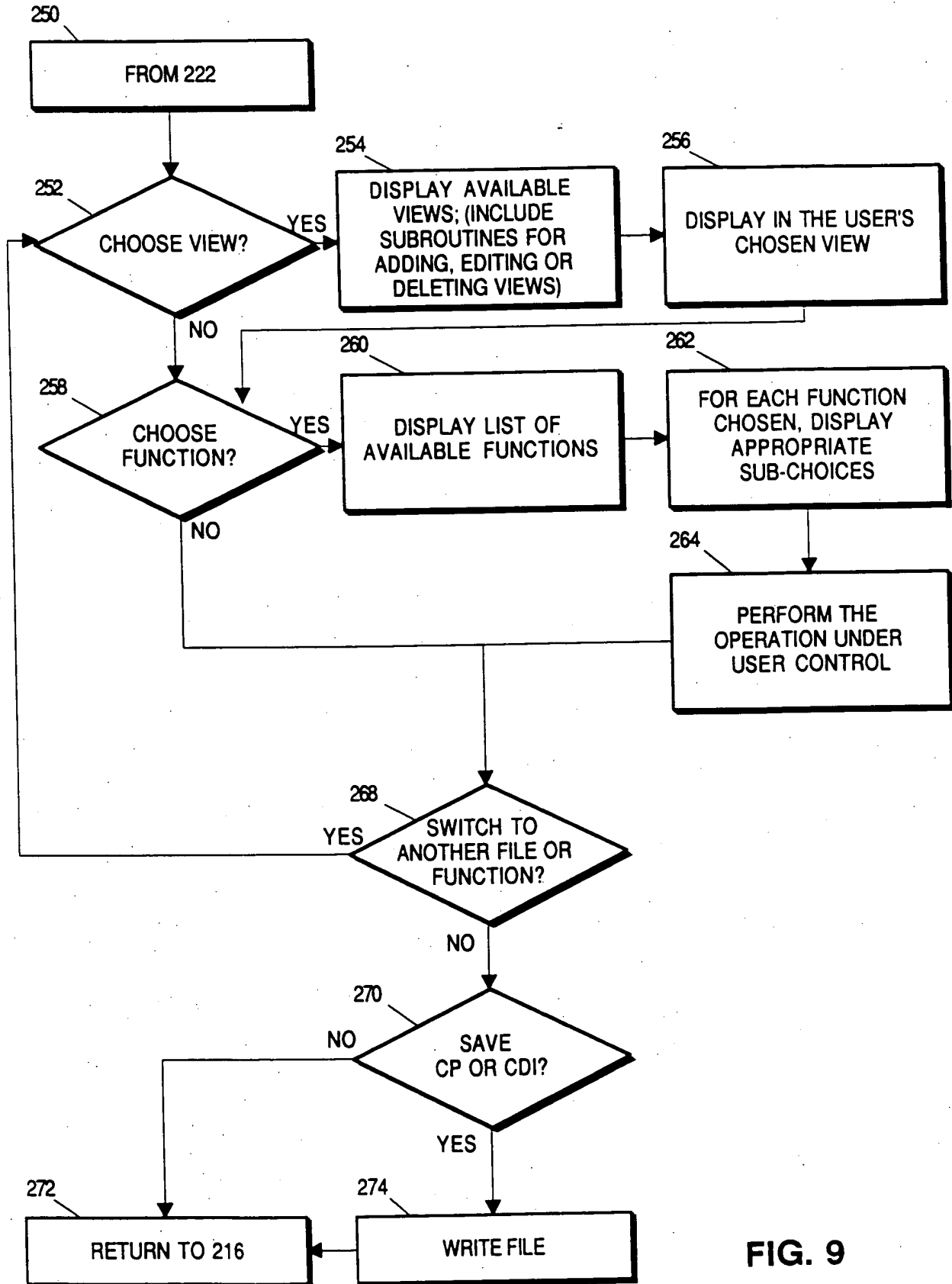


FIG. 9

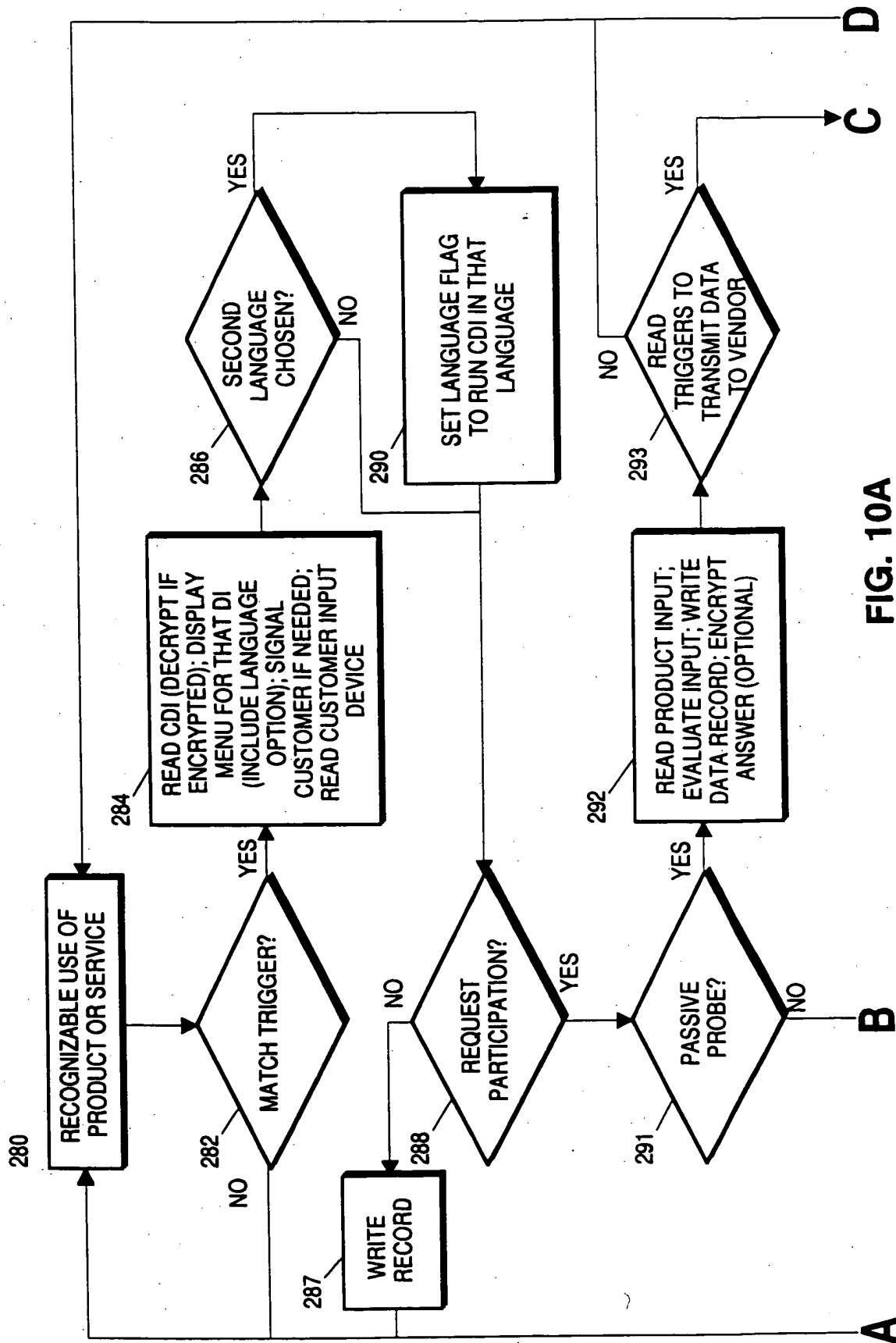
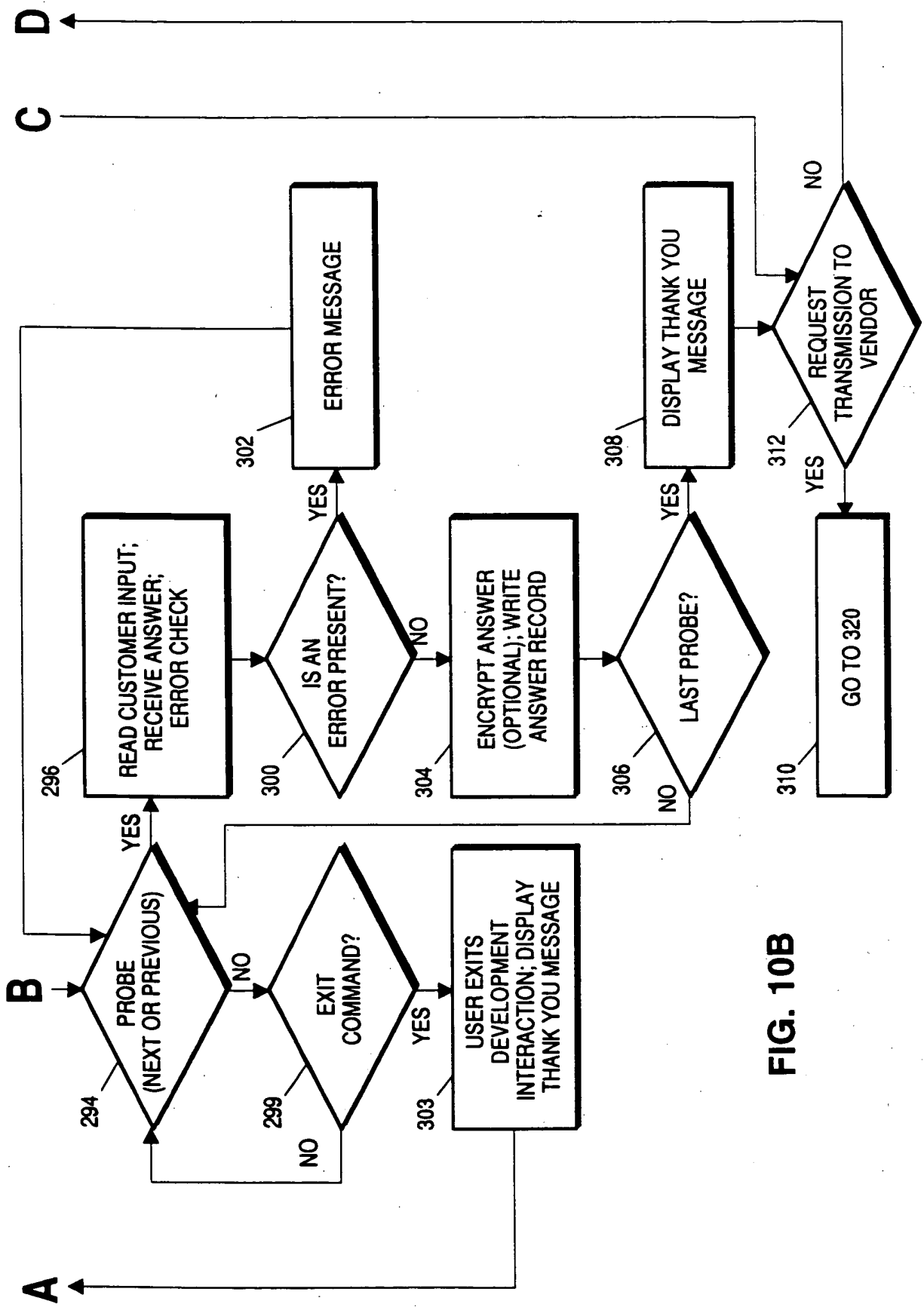
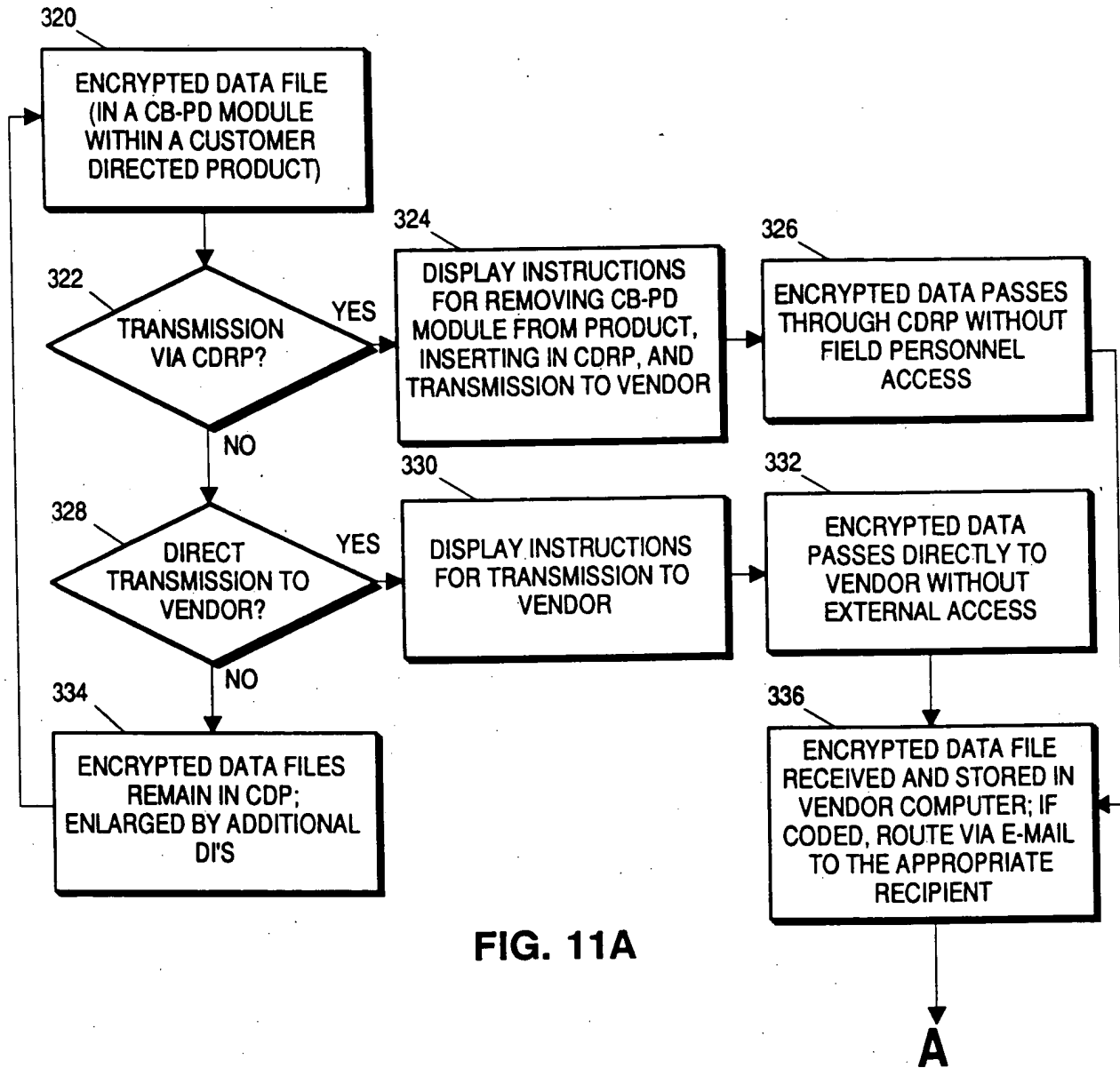


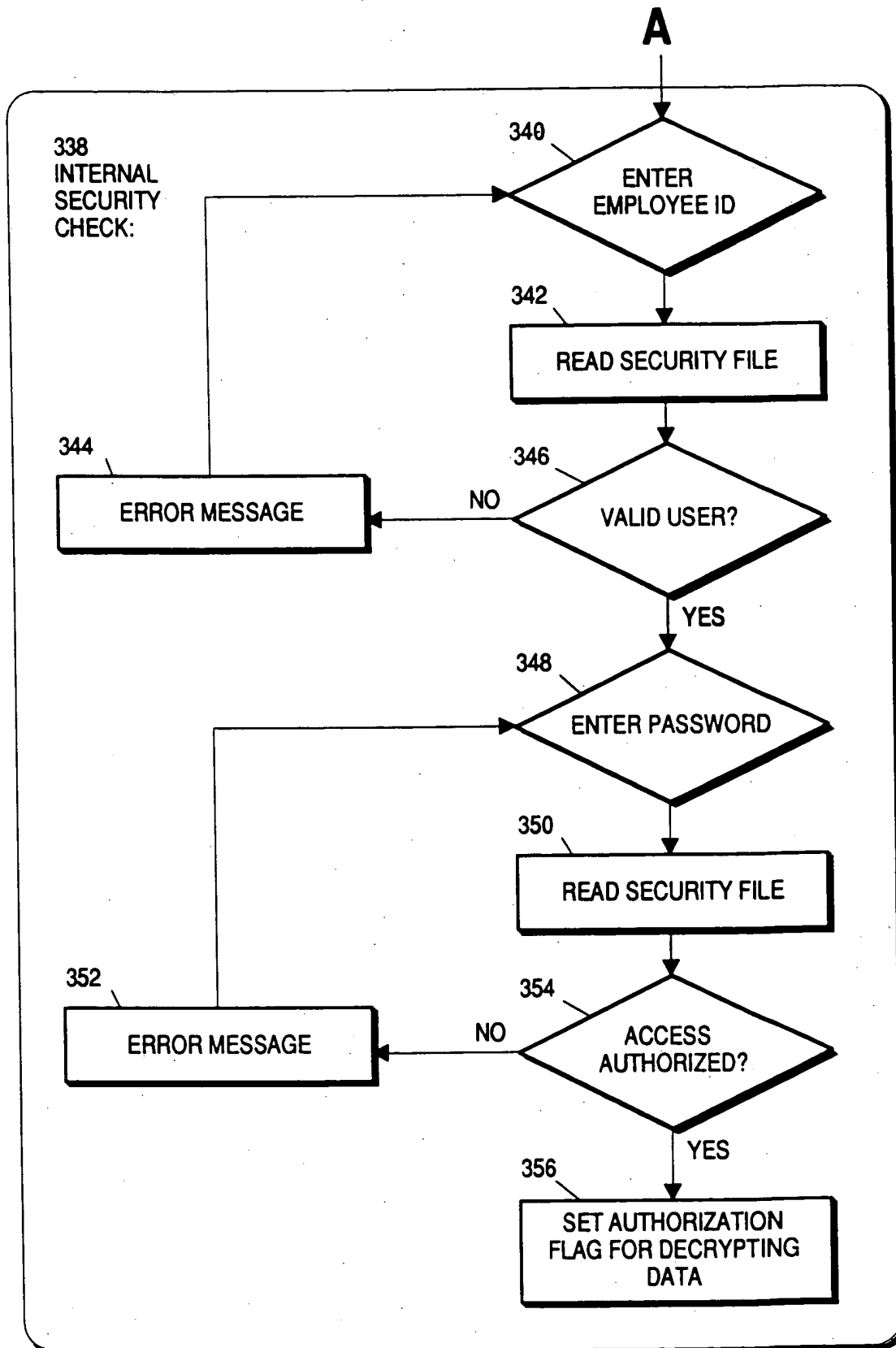
FIG. 10A



**FIG. 10B**



**FIG. 11A**



**FIG. 11B**

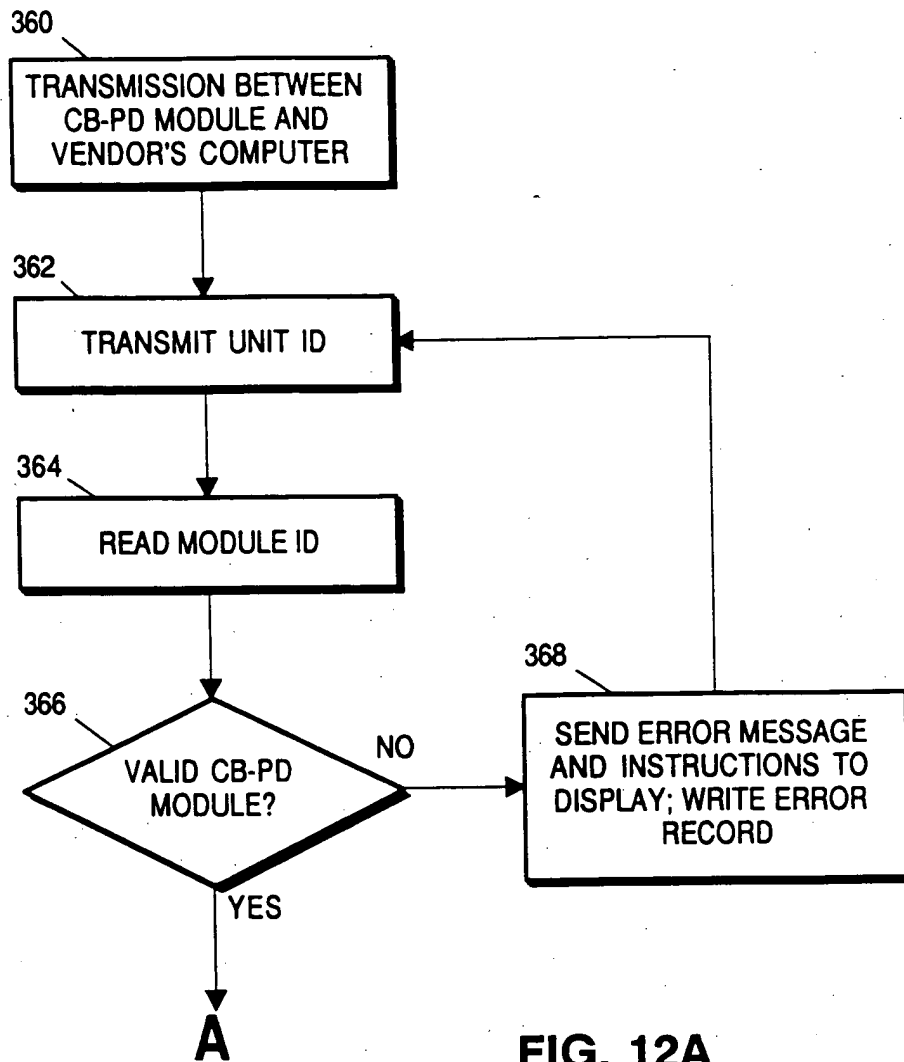
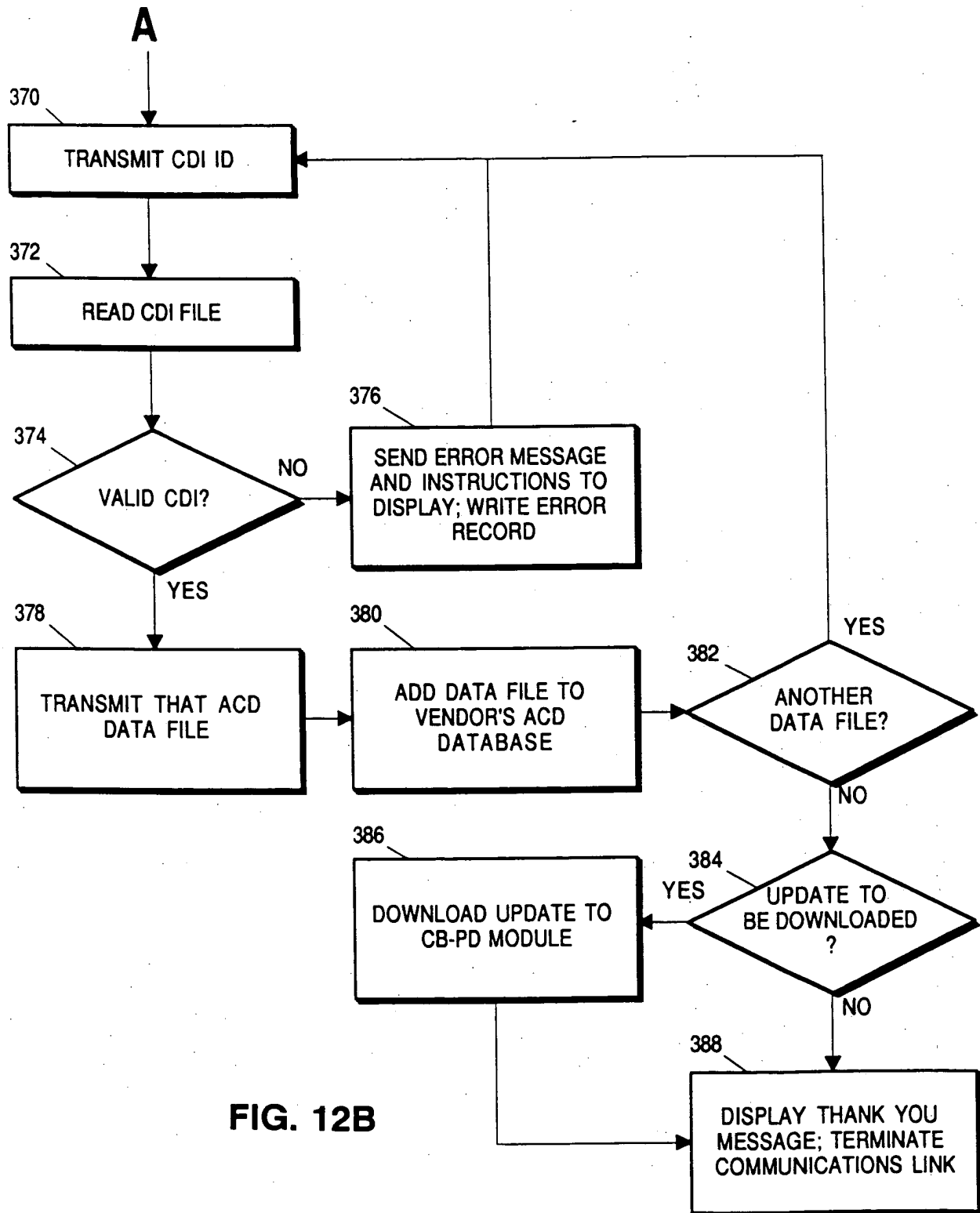


FIG. 12A



**FIG. 12B**



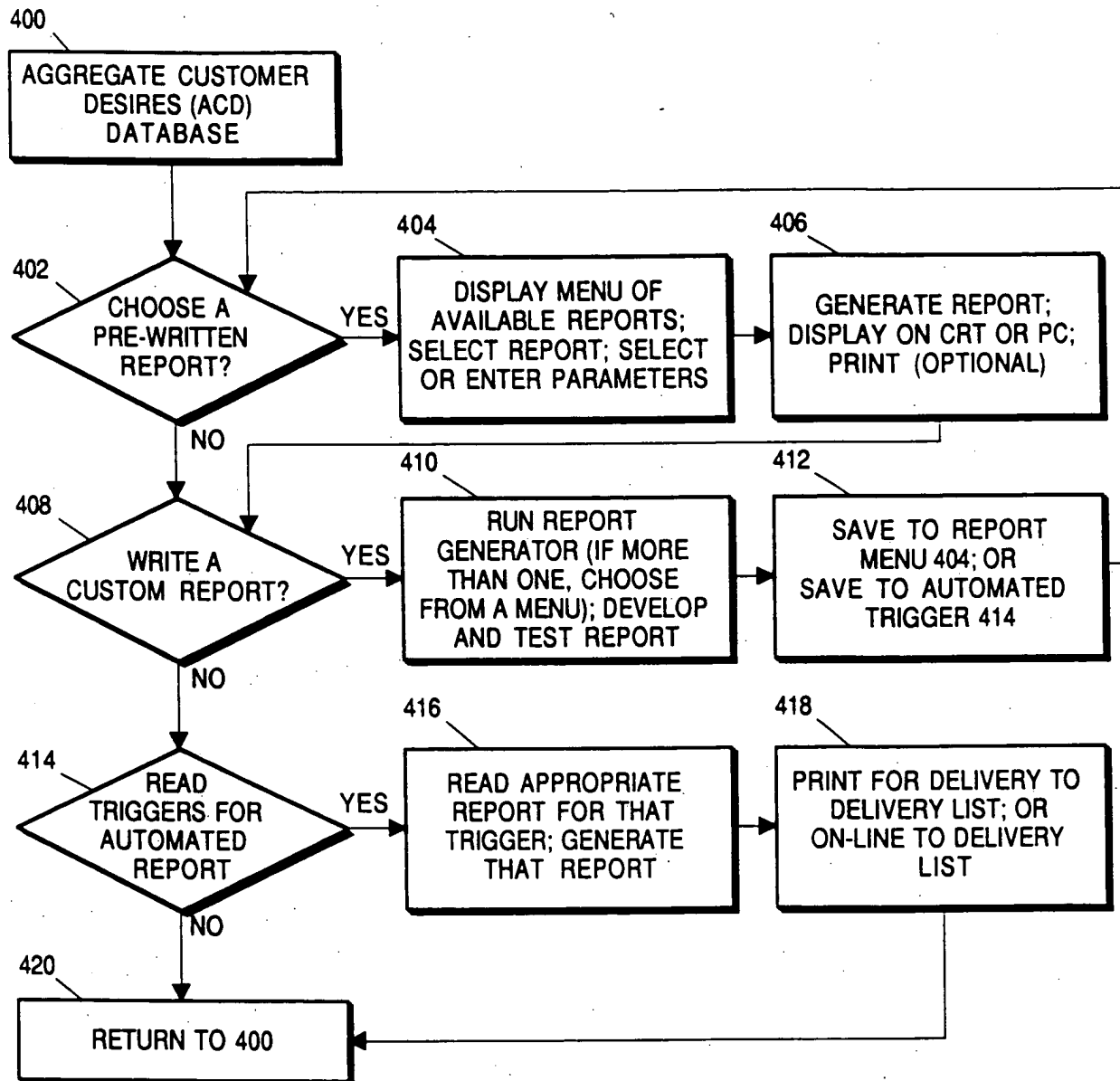
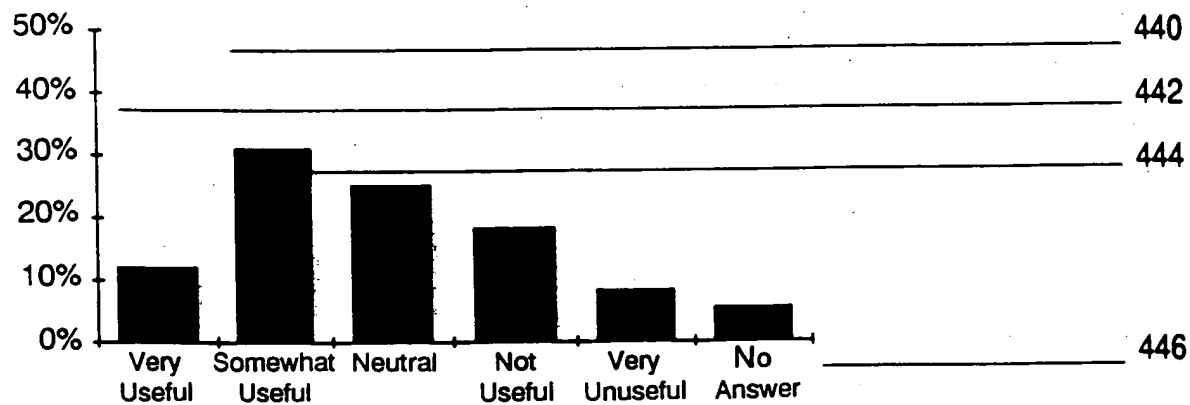


FIG. 13

Probe #12: Feature that calculates Net present Value \_\_\_\_\_ 430

How useful did you find this method of performing this type \_\_\_\_\_ 432  
of calculation? \_\_\_\_\_ 434

Very Useful	12%	423	436
Somewhat Useful	31%	1,086	438
Neutral	25%	884	
Not Useful	18%	642	
Very Unuseful	8%	287	
No Answer	5%	191	



Customer comments: \_\_\_\_\_ 448

Please explain how this calculation method helped or hindered your work: \_\_\_\_\_ 450

1 Gives a good understanding of the interaction \_\_\_\_\_ 452  
between different financial measures

1 I could experiment with the variables

2 This is easy to understand

2 Gave me a better understanding of the numbers

2 It focused on the key elements so I could think about the sensitivity points

3 Somehow the method and my numbers were not related. Although I spent time on it, it didn't help my decision.

3 Too easy to miss the big picture because of data overload.  
Too many numbers to manipulate.

4 There seemed to be more than was necessary.

4 Should be more instructive.

5 Help!

No Answer Can see consequences of different assumptions \_\_\_\_\_ 454

No Answer Helped understanding but too too many tries

**FIG. 14**

Figure 15

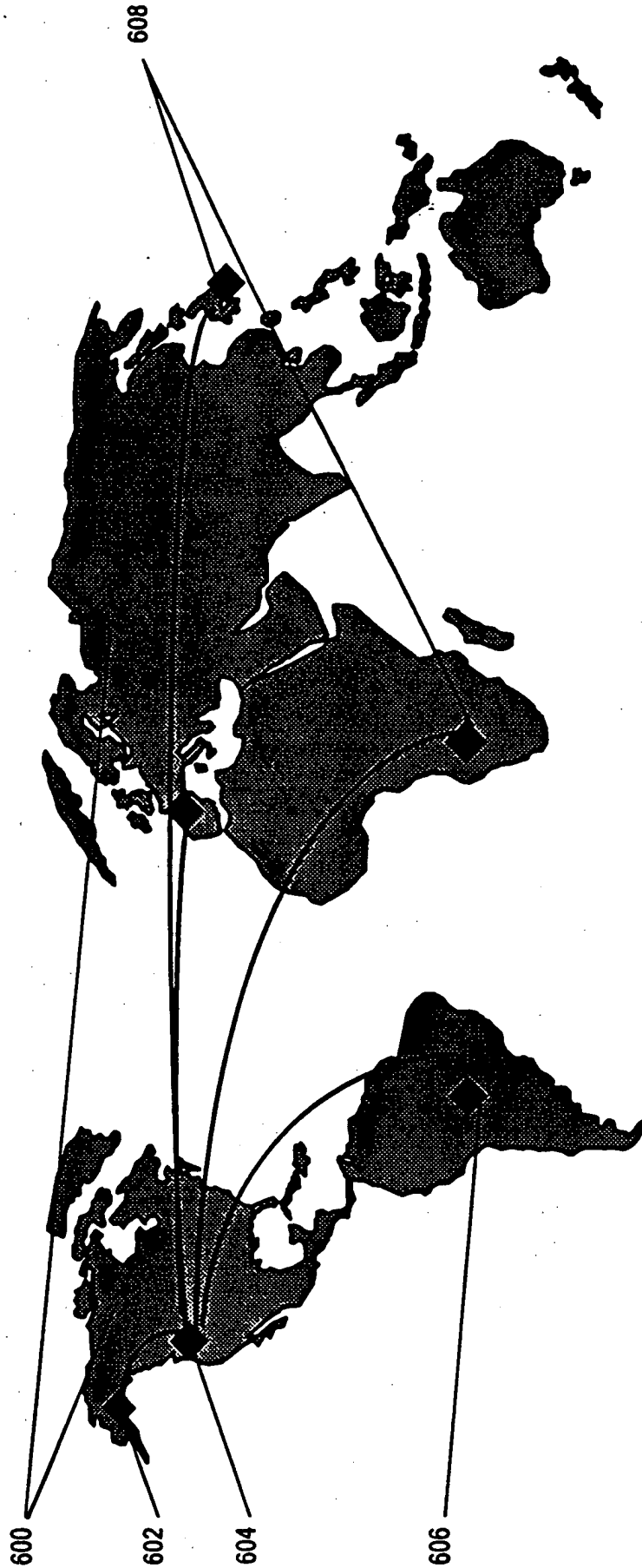


Figure 16

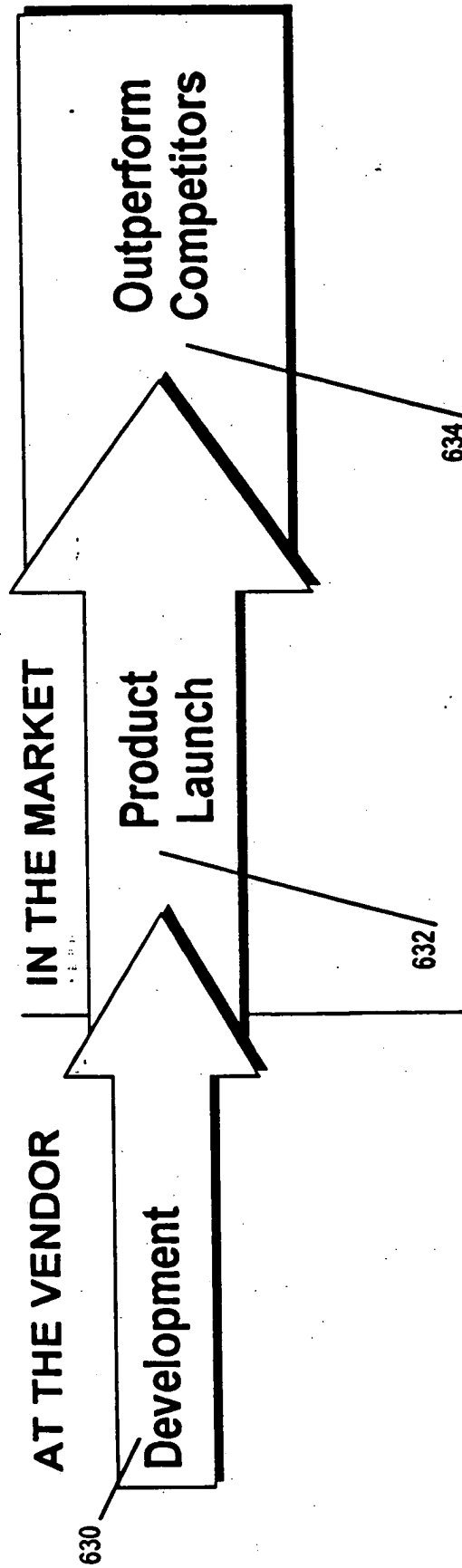


Figure 17

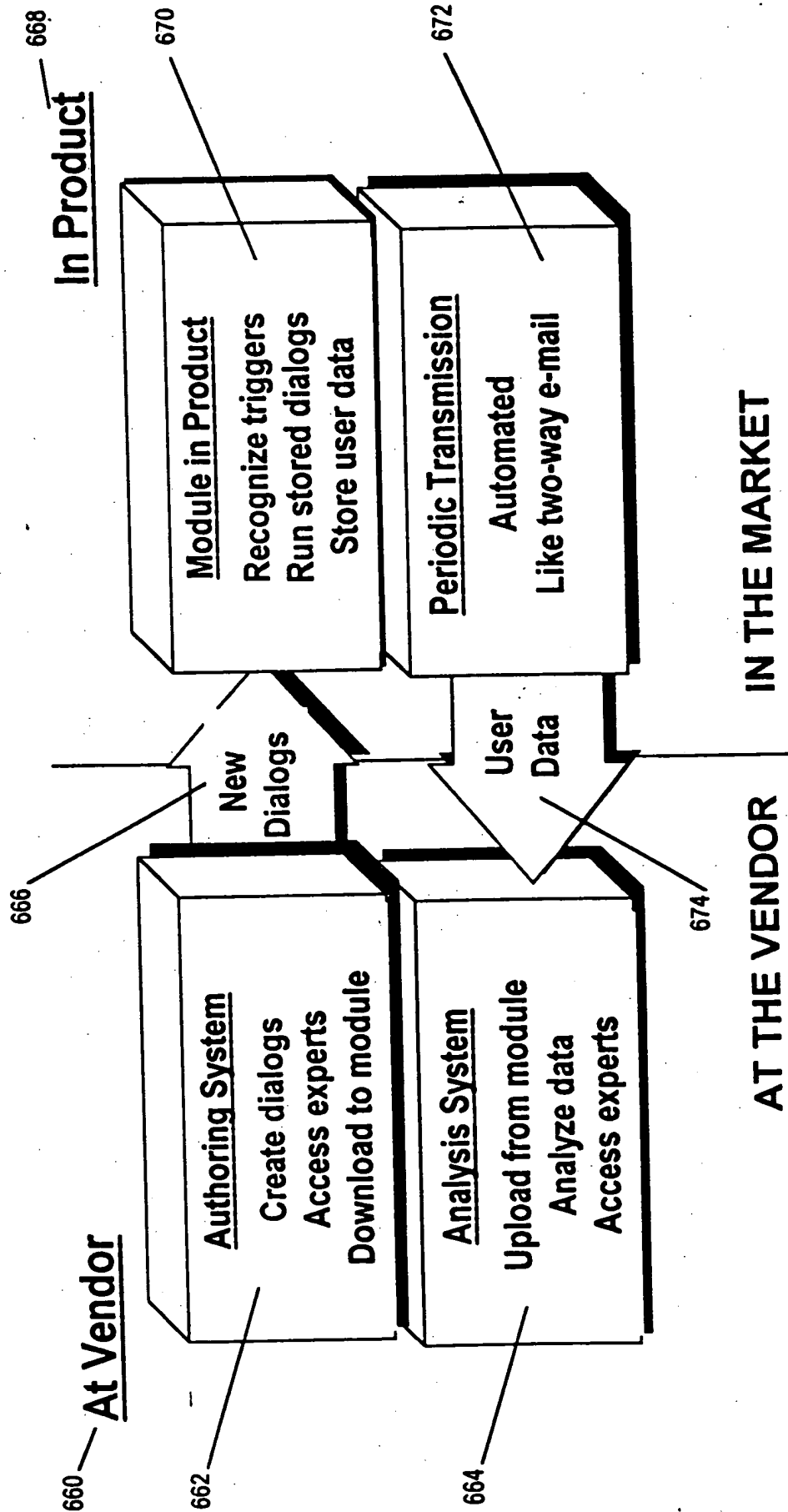
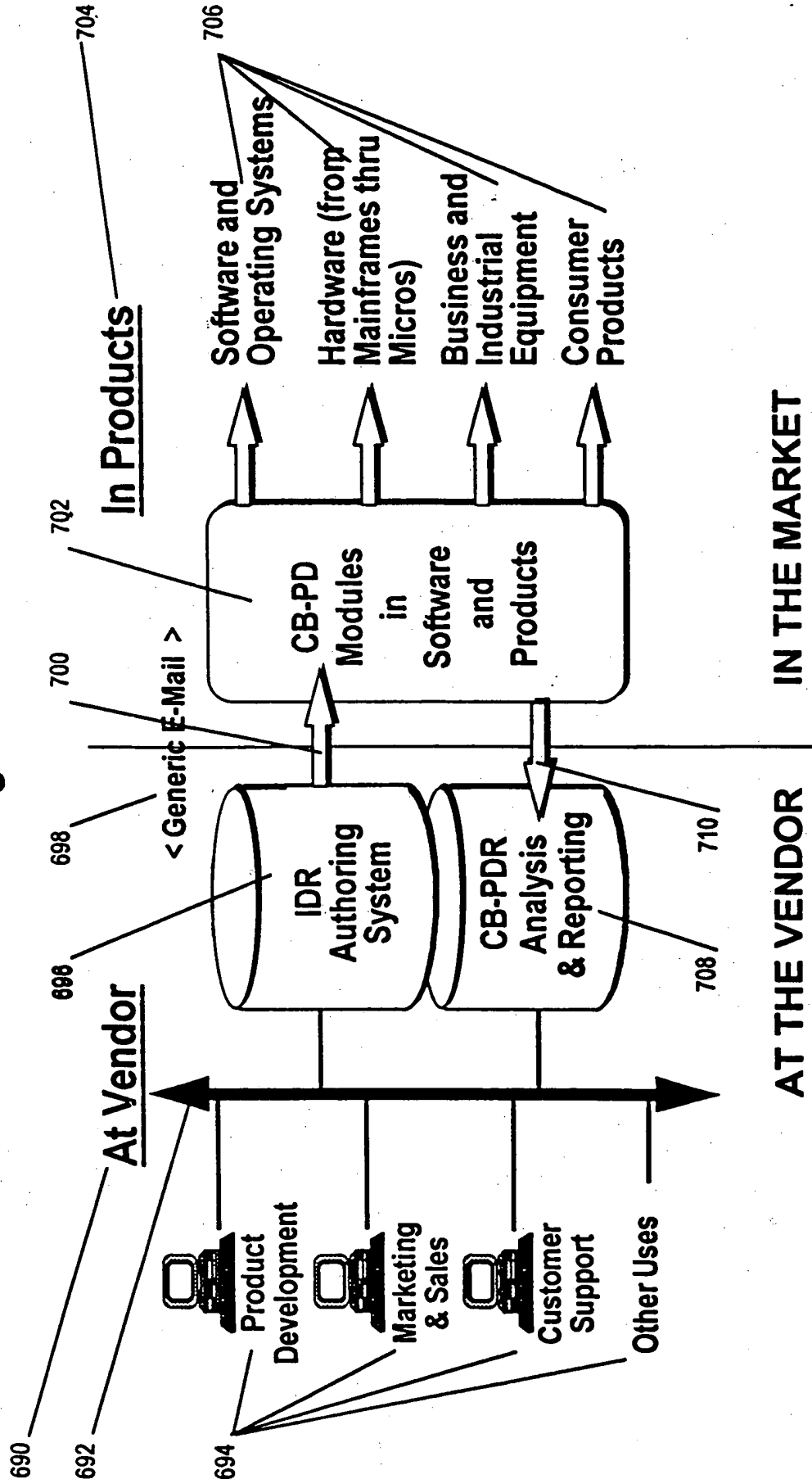


Figure 18



**Figure 19**  
**Open Communications and Transactions**

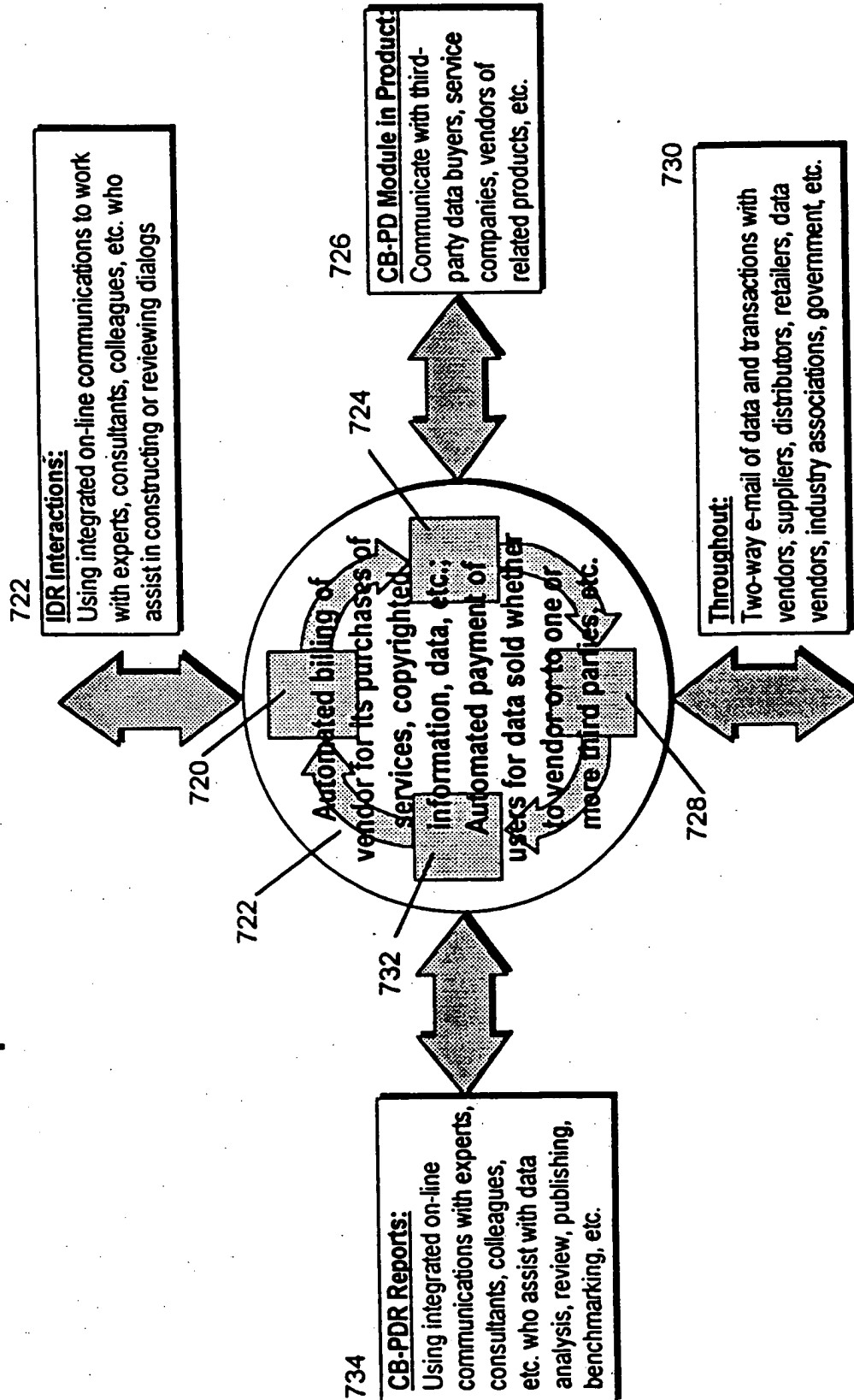


Figure 20

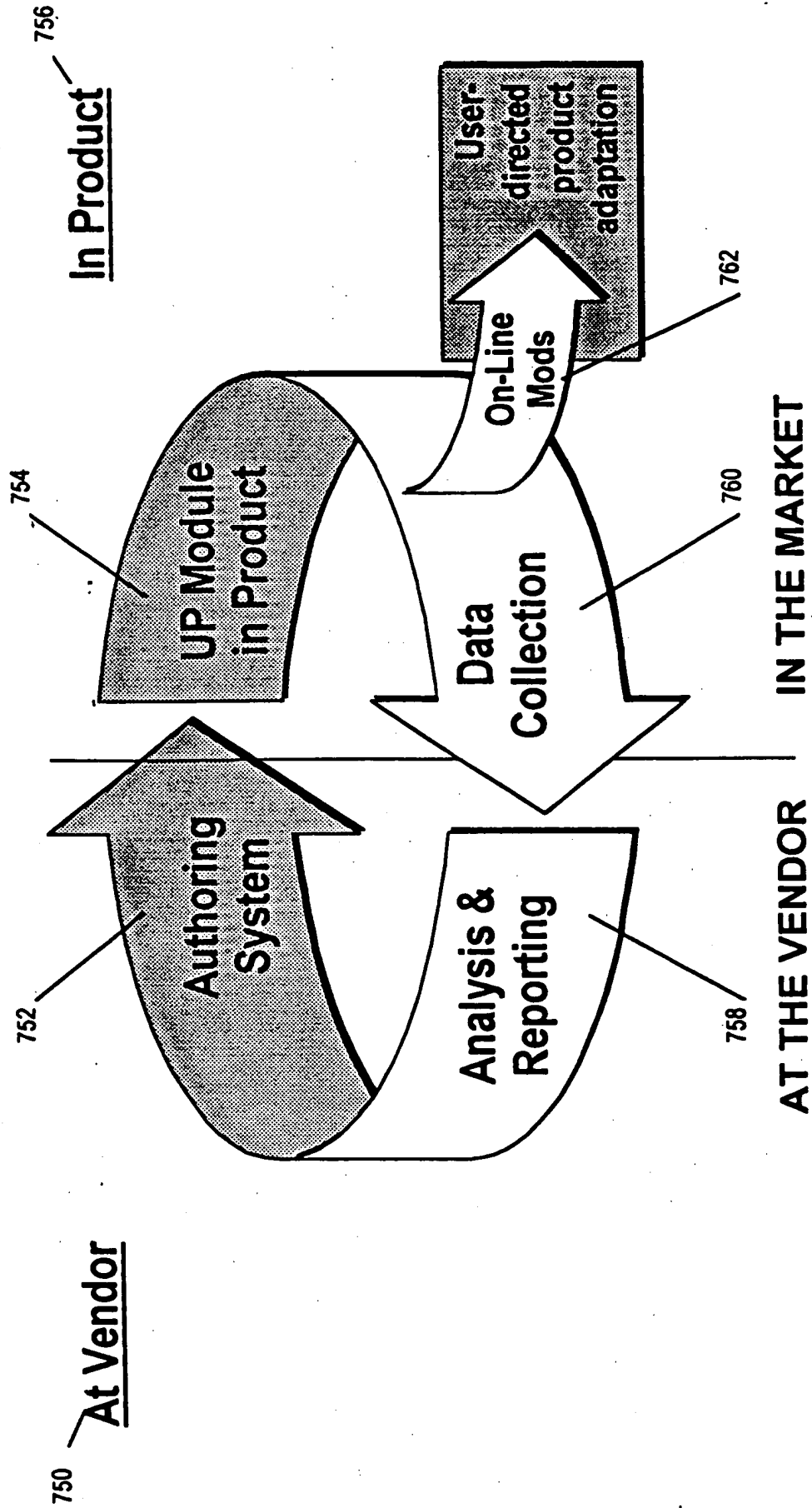
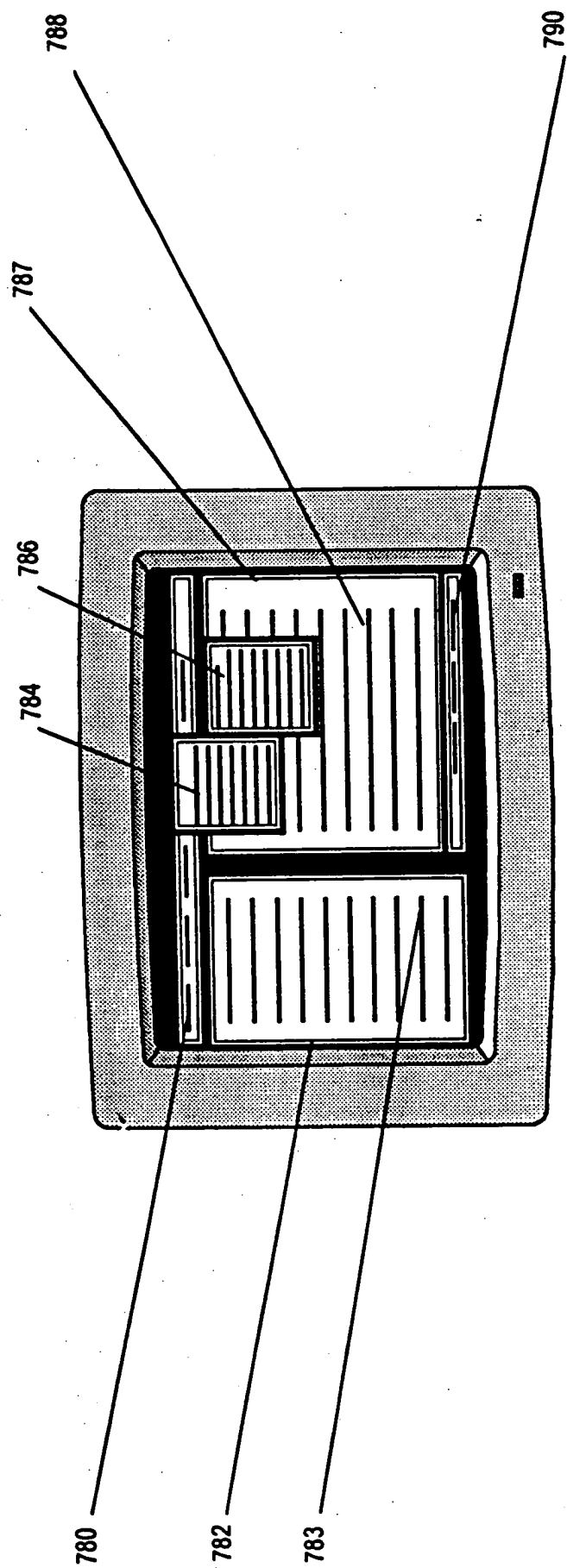




Figure 21



AT THE VENDOR

Figure 22

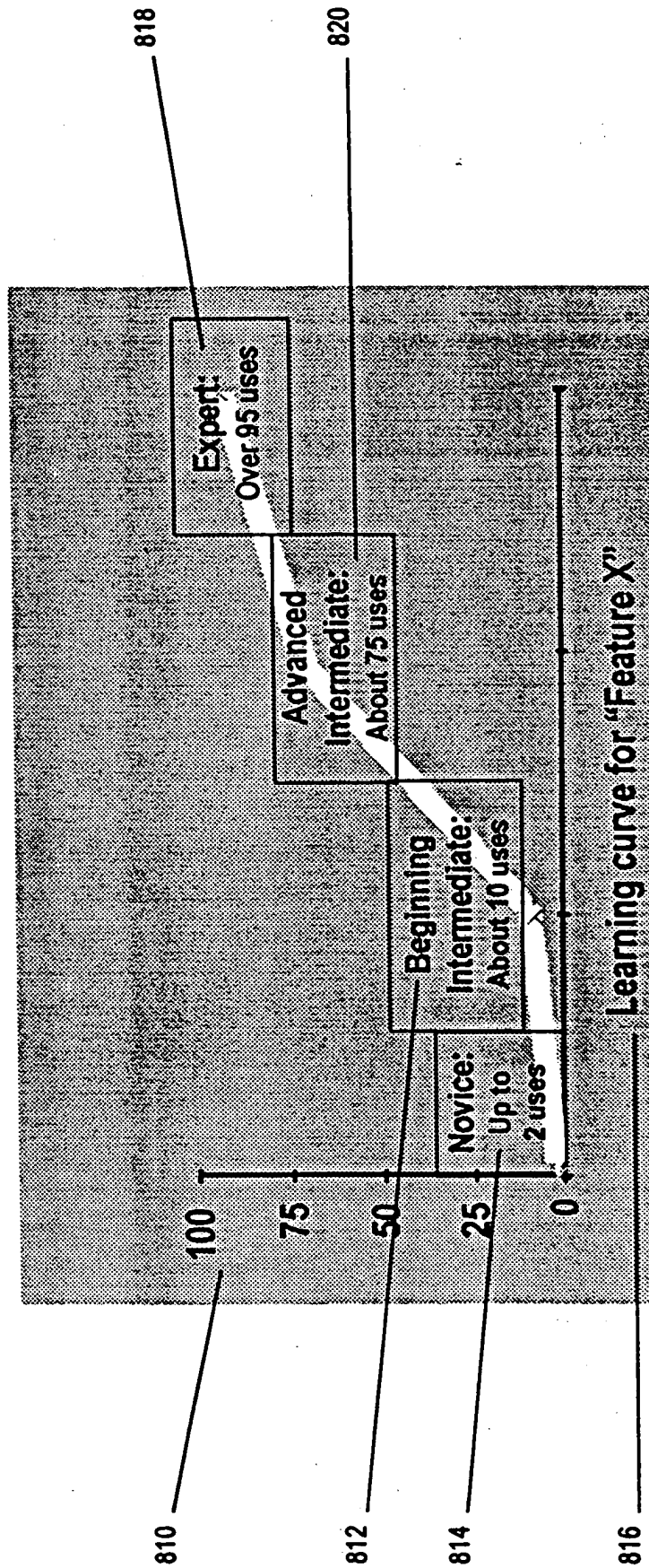


FIGURE 23

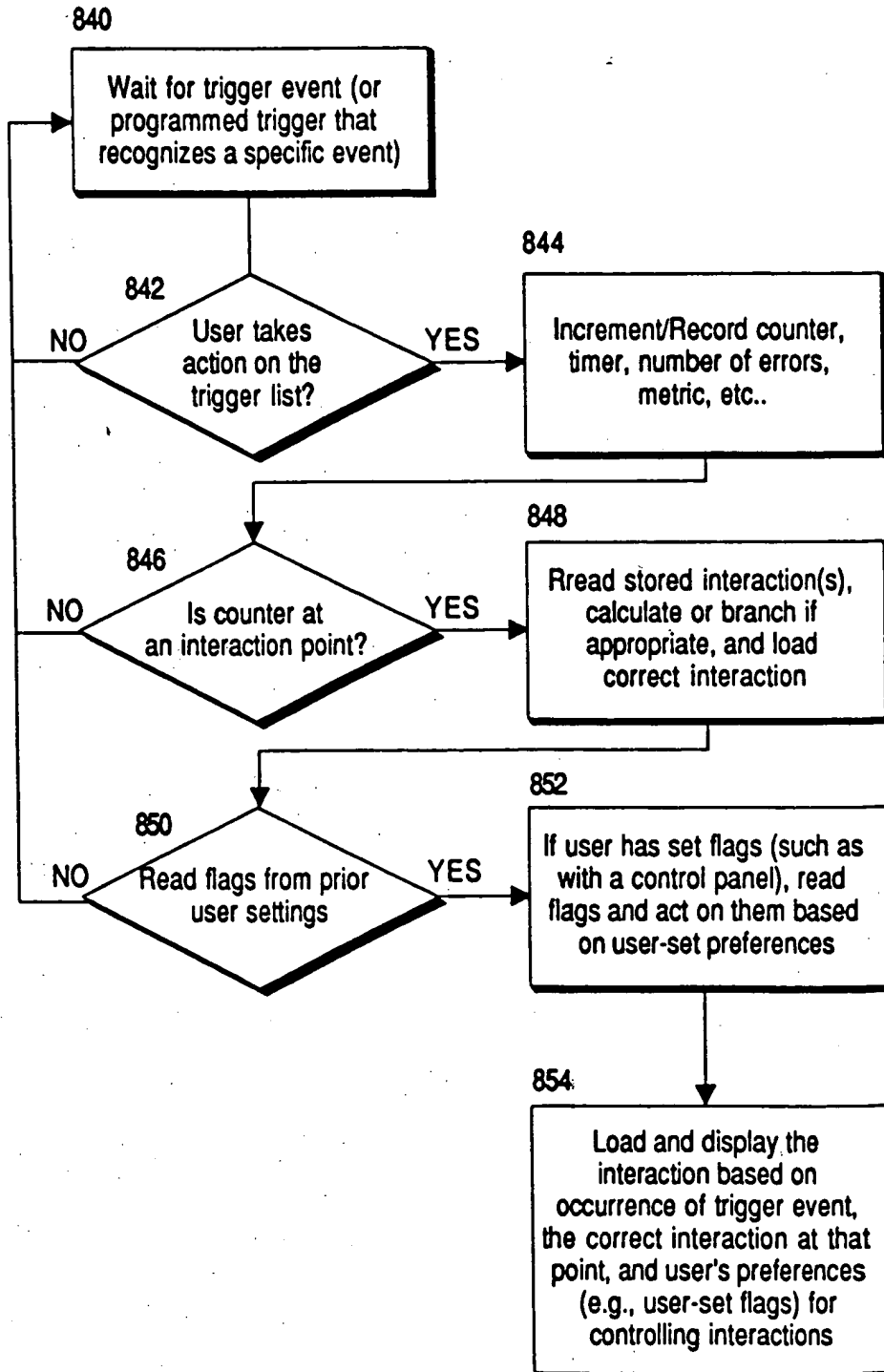


Figure 24

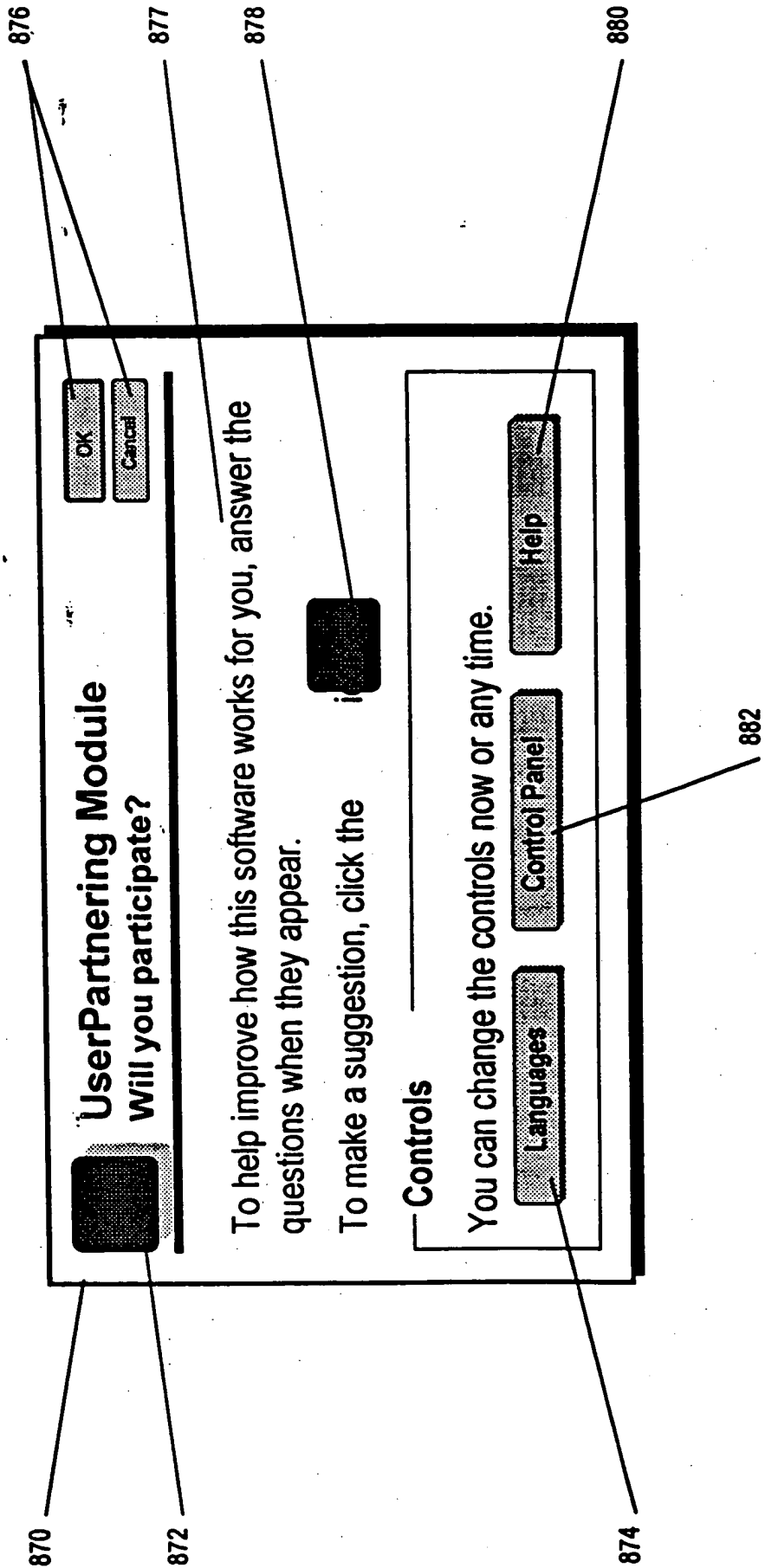


Figure 25

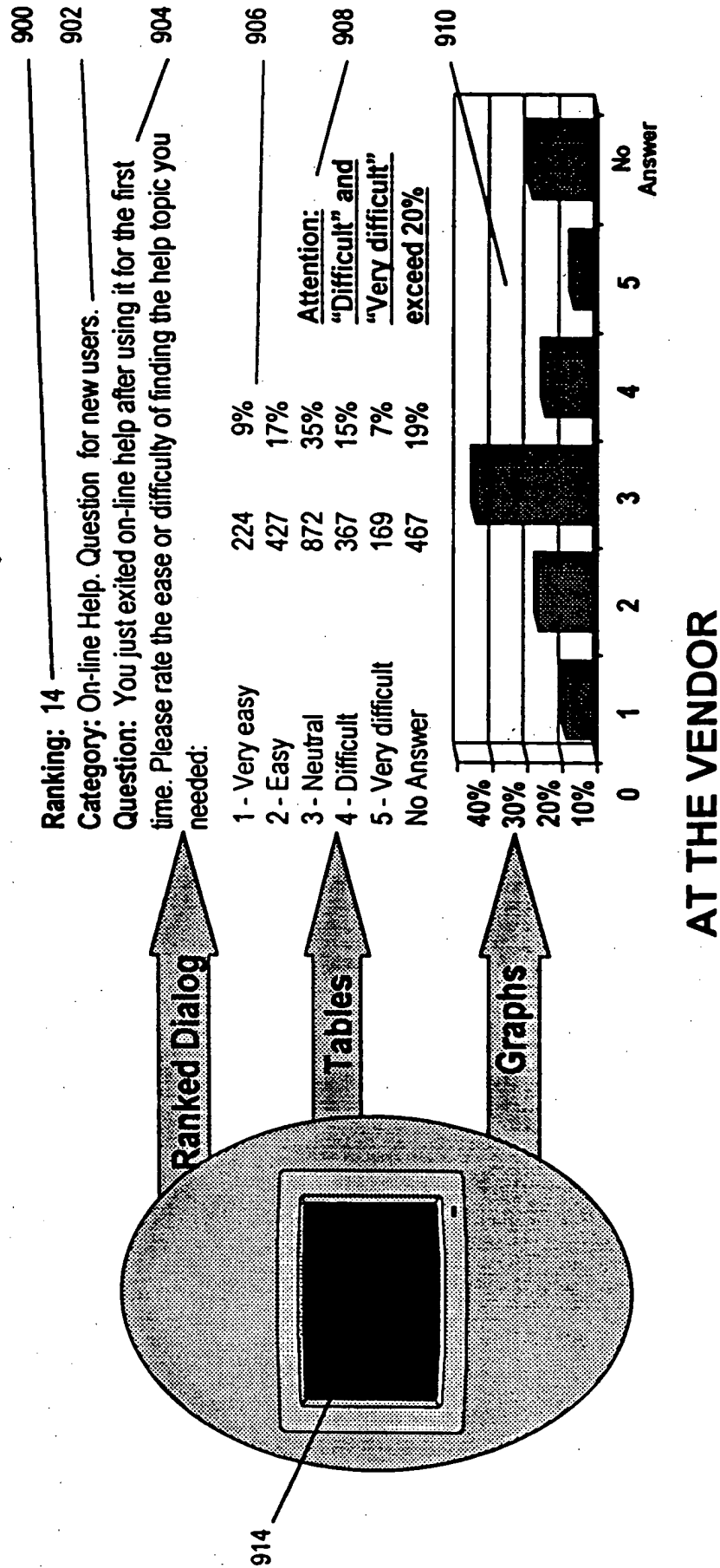


Figure 26

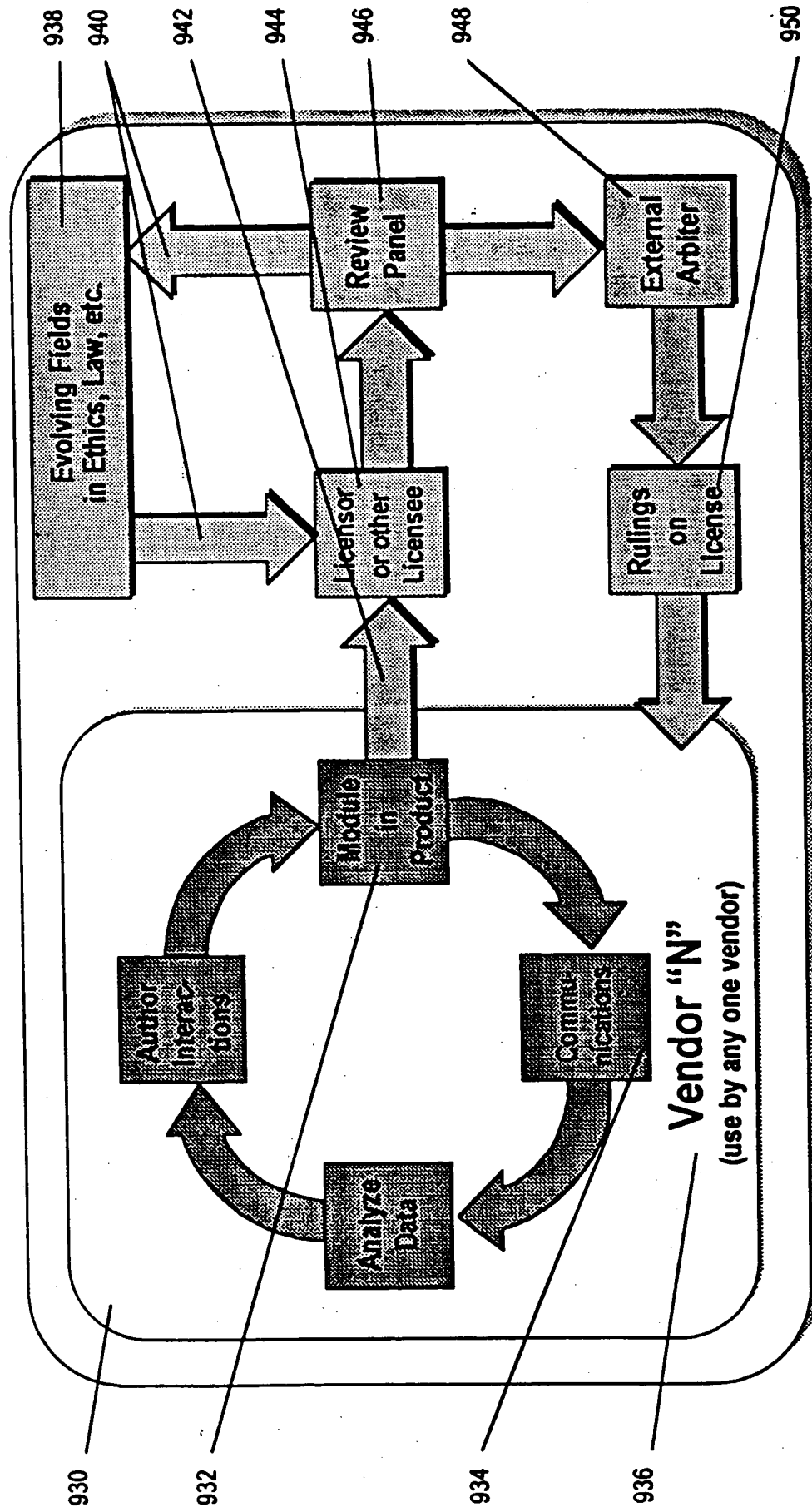


Figure 27

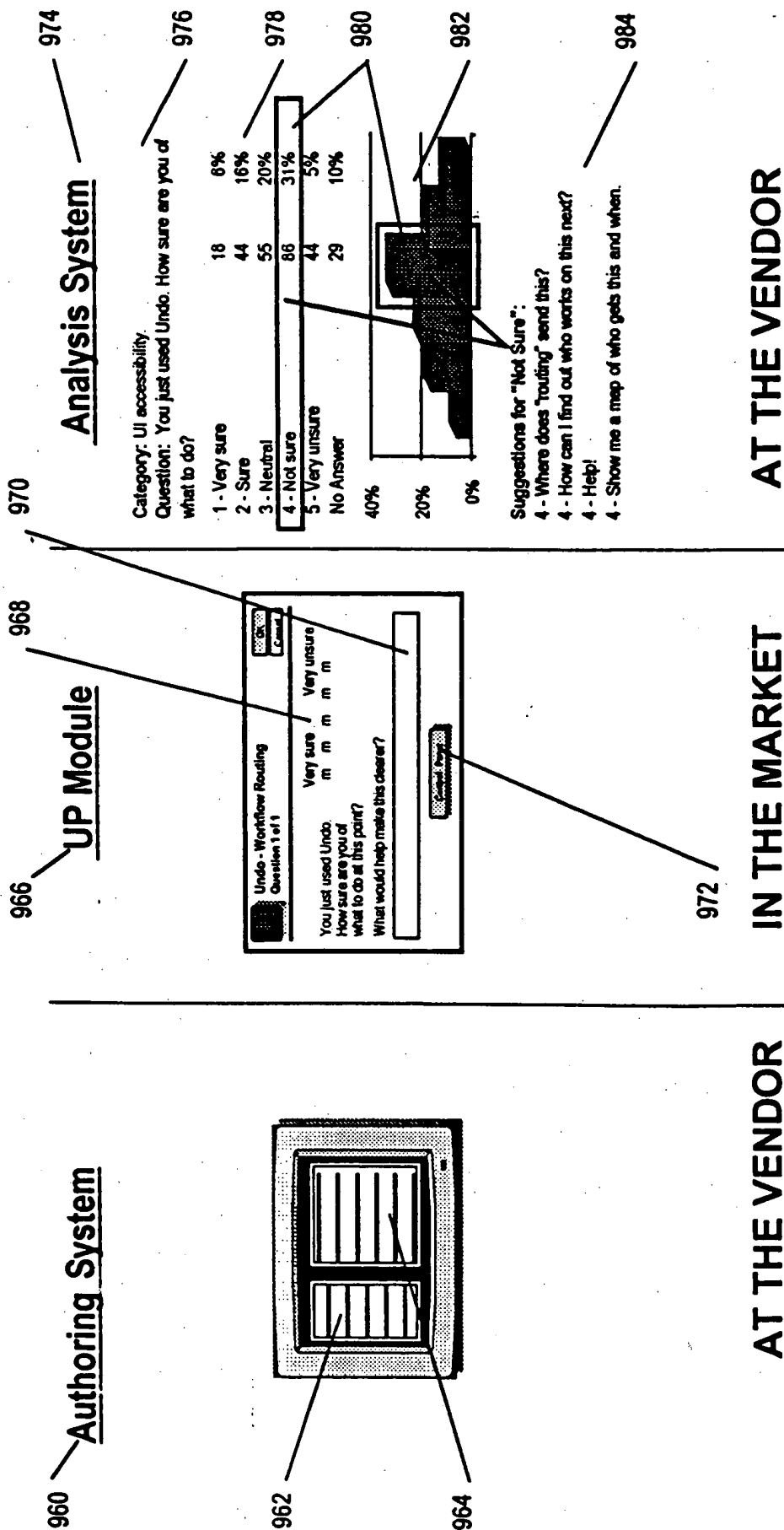


Figure 28

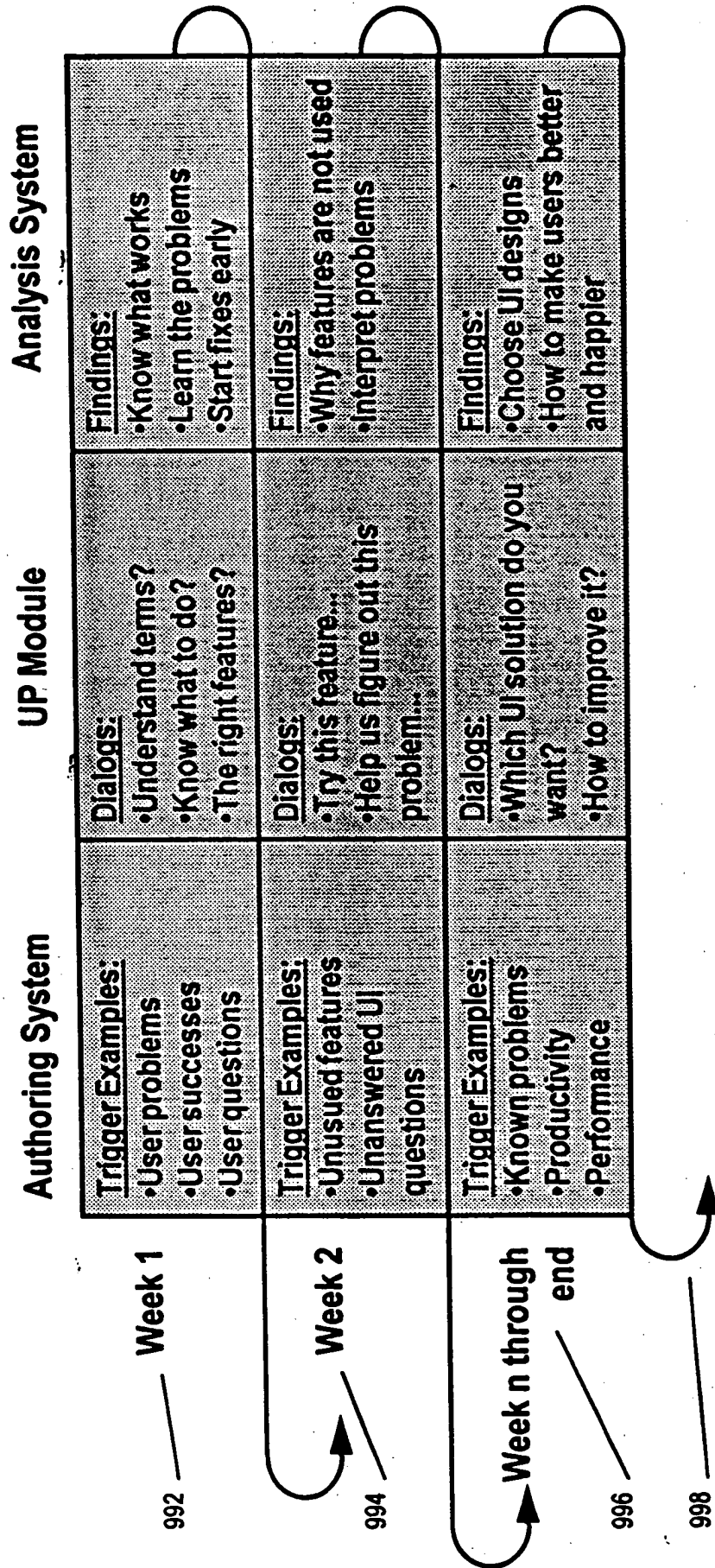




Figure 29

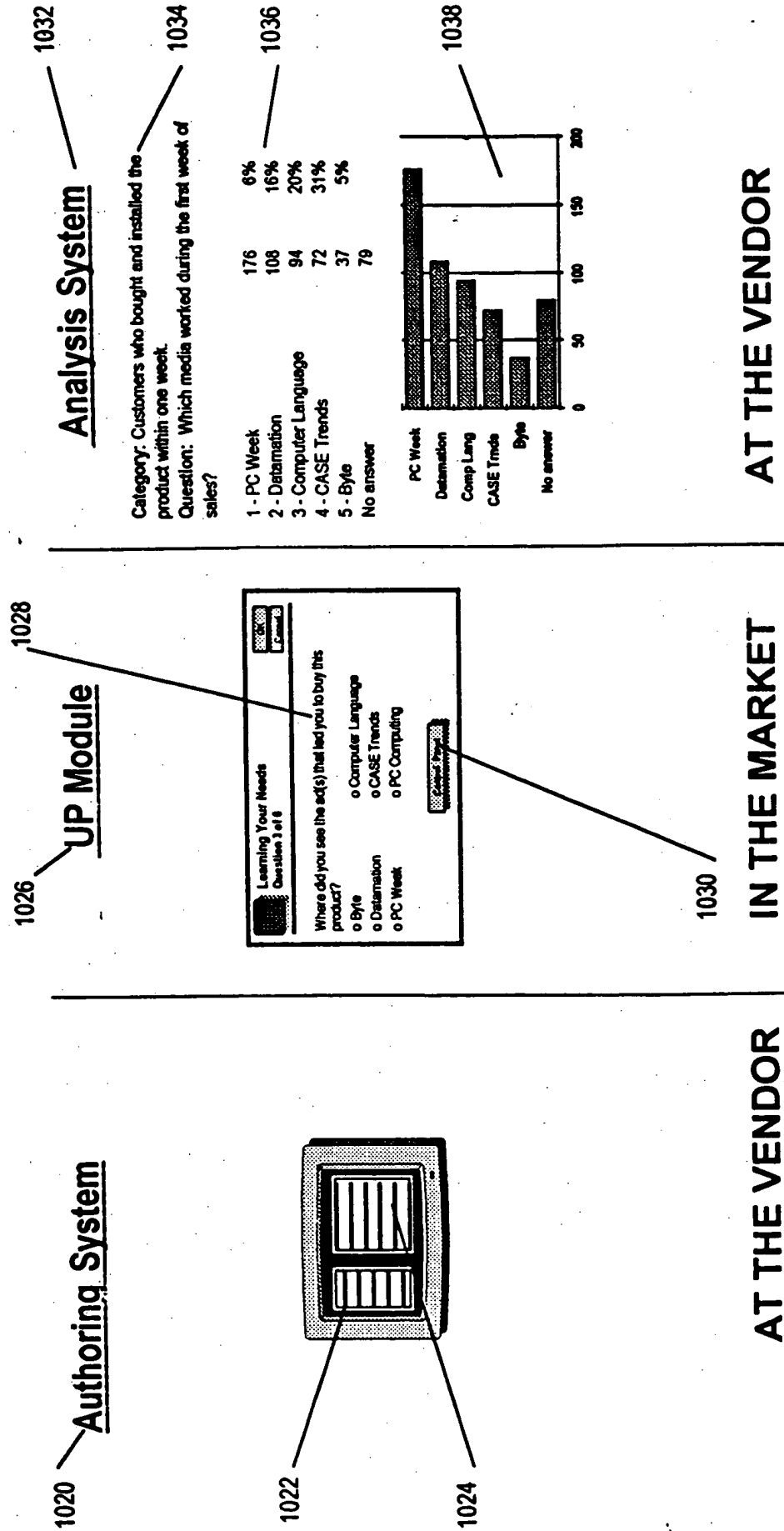
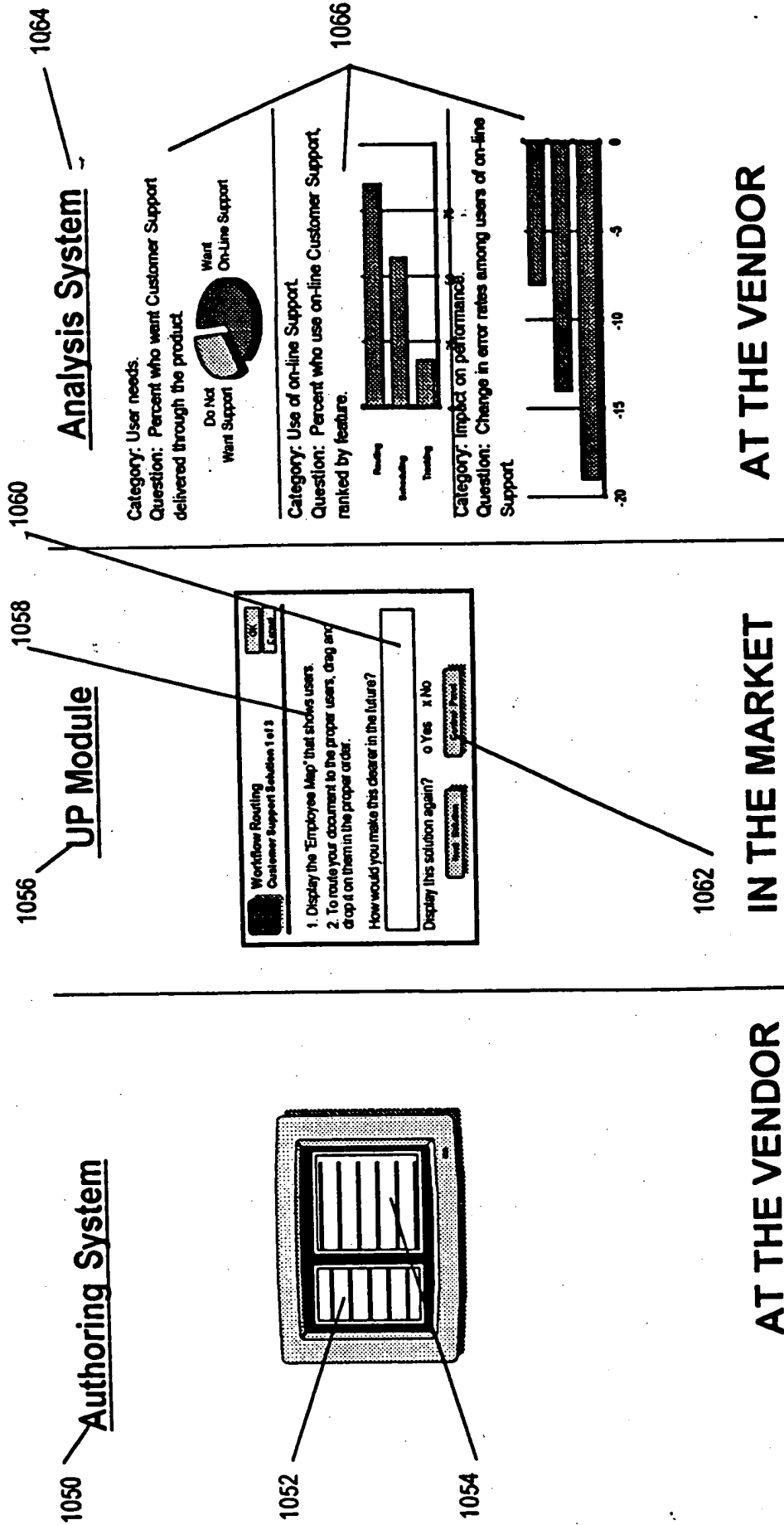
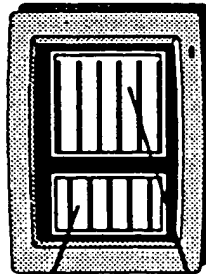


Figure 30





## AT THE VENDOR

# UP Module

**To Repair This Immediately**  
Offer 1 of 1

**Yes** **No**

We will start fixing this problem within four hours if you buy an on-site service contract at this time.

You agree like right now: (1) the price and terms of a service contract, (2) a way to buy this through your computer, and (3) an immediate service call?

**Yes** **No**

**Yes** **No**

# IN THE MARKET

## Analysis System

**Routed by E-mail to the Service Dept.:**

Category: **URGENT** repair needed  
Service Contract Purchased: A customer just bought a service contract when a problem occurred. AN IMMEDIATE PHONE CALL AND SERVICE CALL ARE REQUIRED.

**Customer Information:**

**Contact: Barbara Loucks, Manager**  
**Competitive Advantages, Inc.**  
**500 New Strategic Way**  
**Target City, ST 12345, USA**  
**Telephone: (222) 333-4444**  
**Fax (222) 333-5555**

**Information:**

**Click here for**

**Problem Details**

- (1) a hardware/software summary,
- (2) an UP Module problem report, and
- (3) user comments.

## AT THE VENDOR

Figure 32

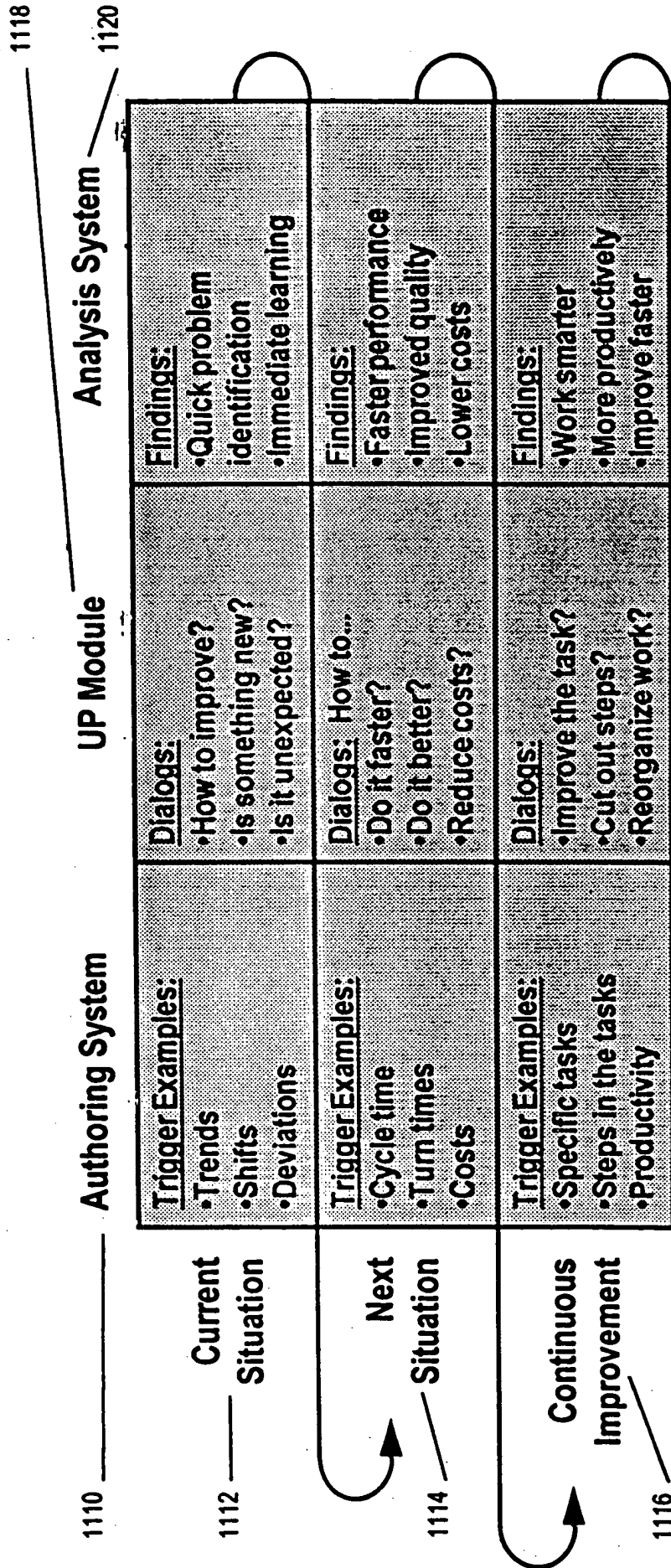


Figure 33

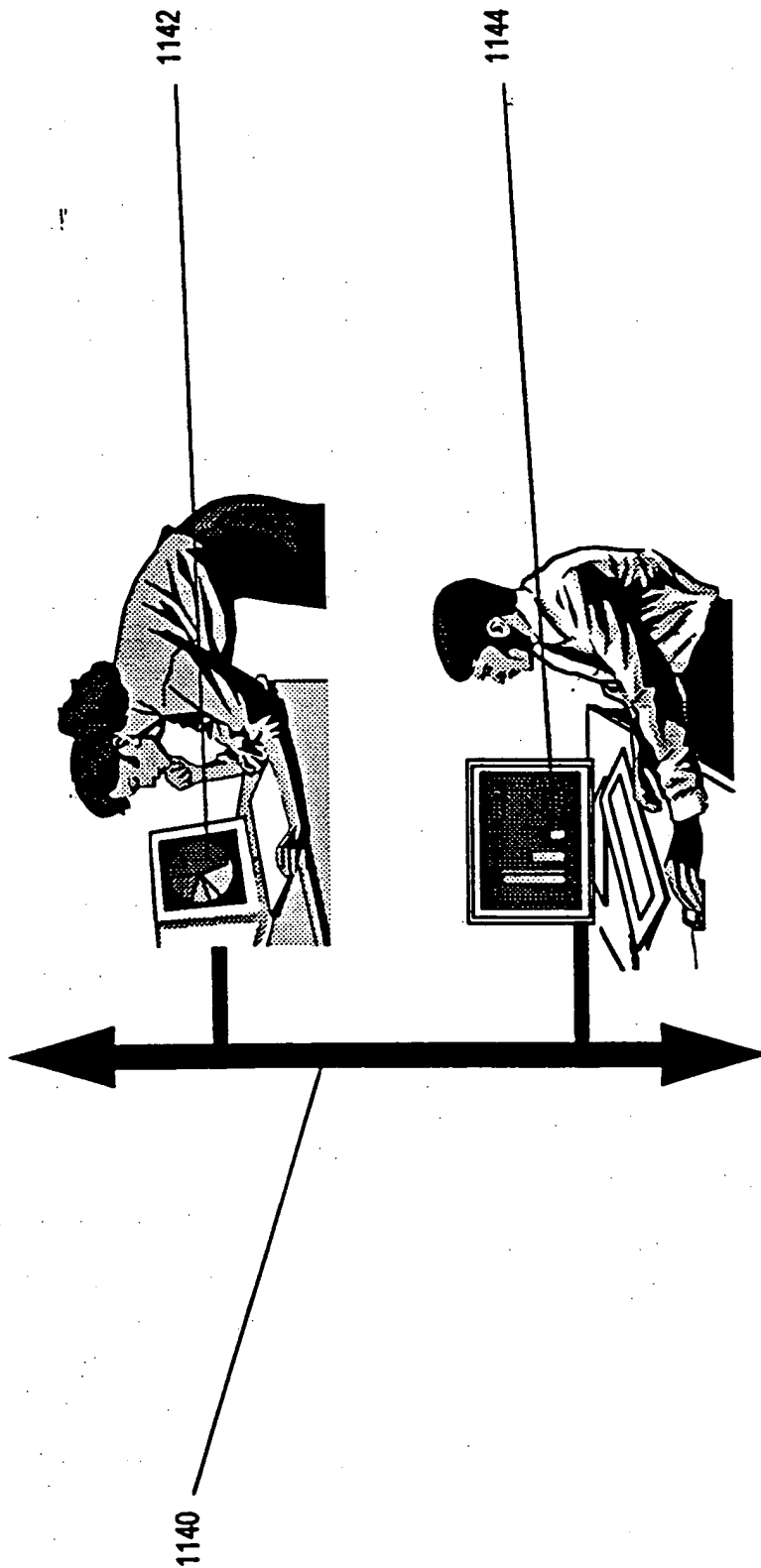


FIGURE 34A

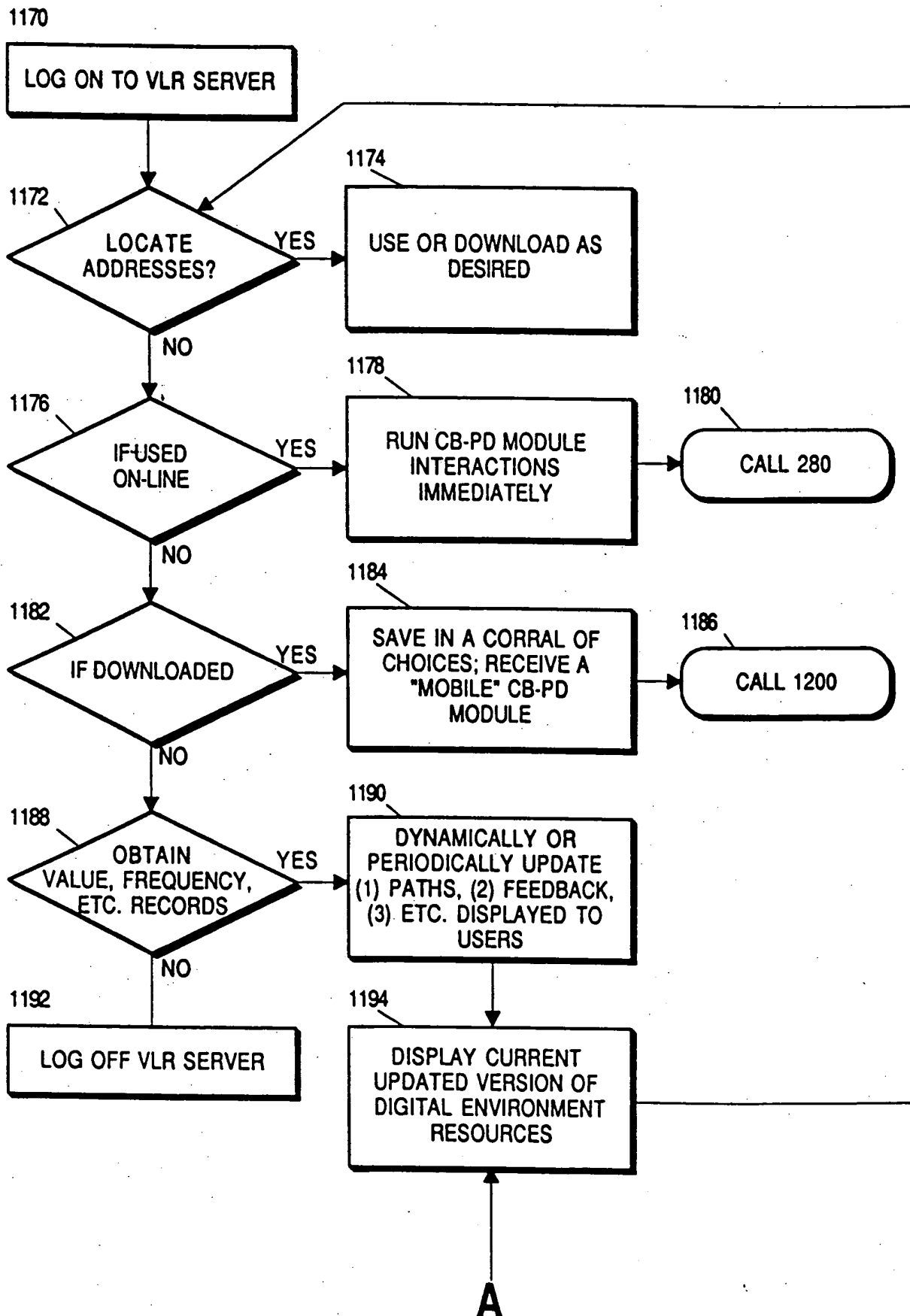


FIGURE 34B

